

CHEMIST & DRUGGIST

THE NEWSWEEKLY FOR PHARMACY

Now
On TV

Bazuka that verruca

For the treatment
of verrucas, warts,
corns and calluses

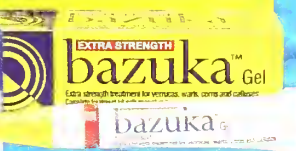
- Uniquely formulated, clinically proven treatment
- Dries to form a water-resistant, protective barrier
- Designed to inhibit spread of the verruca/wart infection
- No plasters necessary ■ Simple, once-daily application



salicylic acid, lactic acid

Extra strength
treatment for
verruccas and warts

- Uniquely formulated extra strength treatment
- Dries to form a water-resistant, protective barrier
- Designed to inhibit spread of the verruca/wart infection
- No plasters necessary ■ Simple, once-daily application



salicylic acid

NO NEED FOR PLASTERS

BAZUKA Trademark and Product Licences held by Diomed Developments Ltd, Hitchin, Herts, SG4 7QR, UK. Distributed by DDD Ltd, 94 Rickmansworth Road, Watford, Herts, WD1 7JJ, UK. **Indications:** For the treatment of verrucas, warts, corns and calluses. **Legal Category:** [P] Further information is available from DDD Ltd, at the address above 4/00.

PSNC settles for 3pc rise in global sum

*Labour fringe hears
call for pharmacists
to prescribe NRT*

*UniChem Conference
in Puerto Rico*

*Glaxo/C&D Awards
pay tribute to
pharmacy services*

*AAH launches its
Vantage concept store*



*Looking into the
animal pharmacy*

Online at <http://www.dolpharmacy.com/>

Now we're branching out further.

Introducing three new additions to the Witch facial skincare range with natural witch hazel:

- Witch Foaming Face Wash cleans deep down to remove dirt, dead skin cells and excess oil.
- Witch Daily Cleansing Lotion gently cleanses, refreshes and tones the skin in a single step.
- Witch Clear Pore Gel tackles the causes of spots at source and promotes clear, healthy looking skin.

Together with the existing Witch product range, they mean you can now offer an even wider choice of effective, witch hazel based products to your customers. And with an ongoing £2m advertising and PR campaign to raise consumer awareness, you can expect more demand than ever Witch. Strong in spirit. Gentle on skin.



Innovating
New products
New profit opportunities



Investing
Heavyweight
£2m advertising
support



Eye-catching
Attractive
packaging design

witchTM
with Natural Witch Hazel

CHEMIST & DRUGGIST

THE NEWSWEEKLY FOR PHARMACY

VOLUME 254 No 6259 141st YEAR OF PUBLICATION ISSN 0009-3033

REGULARS

News	4	Letters	28
Topical Reflections	7	Business News	32
News Extra	8	Coming Events	33
Prescription Specialities	10	Classified Advertisements	34
Counterpoints	12	Out & About	38

COMMENT

It has been, as they say, a busy week in politics, and not only in Brighton! Contractors in England and Wales need to get to grips with the fact that, despite a 3 per cent increase in the global sum, prescription fees and allowances will remain largely unchanged for 2000-01 because of the increase in prescription volume. It's the old story of more work for (in real terms) less money, and after the opportunities held out in 'Pharmacy in the Future', an unwelcome return to economic reality. Elsewhere Alliance UniChem's chief executive Jeff Harris warns that the European Union is recommending that a fresh look be taken at current systems for establishing profit margin in drug distribution (see p30). The Economic and Social Committee suggests that pricing systems should be linked to the value added to the service by pharmacists. It is the kind of refrain that will appeal to Lord Hunt. Service is something of a theme in this issue, where we announce the winners of the Glaxo Wellcome/C&D Pharmacy Service Awards 2000. Each of the four winners (see p18-21) offer a special sort of service to their customers, often with a tailored local approach. It is a sad fact, though, that many of the entries received described services that have been developed on a 'uni-professional' basis with a firm eye on their business building potential. The services offered undoubtedly benefit NHS patients, but they have not been developed under a local primary care team umbrella nor obviously supported by health authorities or other local NHS practitioners. It is now accepted that pharmacists are part of the multidisciplinary primary care team, but there is still some way to go before that is recognised in practice. One way to do that is shown by Pharmacy Support Services, a group Coventry pharmacists who have just won a contract with two of the city's three PCGs (see p5). Local contractors collaborating together to provide tailored services to neighbouring GP surgeries should be a hard act to beat.

PSNC accepts 3pc increase in global sum for England 4

Chairman Wally Dove decided to accept the offer, which was lower than PSNC's 5.5pc bid

Pharmacists win PCG support 5

Coventry pharmacists have won a contract to provide drug support

Let pharmacists prescribe NRT hears Labour fringe 6

A leading NI pharmacist has called for the profession to be able to prescribe NRT at a fringe meeting

e-pharmacy: not what it's cracked up to be 8

Hospital pharmacist Anthony Cox warns you to look before you leap to set up an e-business

Pharmacy Service Awards 2000 18

Step forward the winners of the Glaxo Wellcome/Chemist & Druggist Pharmacy Service Awards

Sexual minefield 22

Karen Manning reports on sexual harassment at work and how to deal with it



Editor Patrick Grace, MRPharmS
Assistant Editor Guy L'Amable, BA
News Editor Charles Gladwin MRPharmS
Business Editor Nina Keller-Henman, Dipl Biol
Technical Editor Steve Bremner MRPharmS
Contributing Editor Adrienne de Mont MRPharmS
Beauty Editor Sarah Thackray
Reporter Vanessa Sherwood MRPharmS
Art Editor Tony Lamb
Production Editor Vanessa Townsend, BA
Production Sub-Editor Lorri Pimlott
Editorial secretary Jan Powis
Editorial (tel): 01732 377487;
(fax): 01732 367065, chemdrug@unitedbusinessmedia.com
Price List
Colin Simpson (Controller), Darren Larkin, Maria Locke
Price List (tel): 01732 377407;
(fax): 01732 377559
Group Advertisement Manager Julian de Bruxelles
Group Advertisement Executives Christian Harris, Quentin Soldan, Sophie Wellsted
Classified Executive Matthew Gould
Advertisement department secretary Elaine Steele
Advertising (tel): 01732 377621;
(fax): 01732 377179
Production Karen Way
Publishing director Bergus Wilson
Associate Publisher John Skelton FRPharmS

© United Business Media Ltd 2000
Chemist & Druggist incorporating Retail Chemist, Pharmacy Update and Beauty Counter

Published Saturdays by United Business Media Ltd
Sovereign Way, Tonbridge Kent TN9 1RW

C&D on the internet at chemdrug@unitedbusinessmedia.com
Website: <http://www.dolpharmacy.com/>

Subscriptions: Home £137 per annum (Overseas & Eire, \$324 per annum including postage)
£2.60 per copy (postage extra)
Additional Price List: £78 per annum

Circulation and subscription: United Business Media Ltd, Tower House, Sovereign Park, Litchfield Street, Market Harborough, Leics LE16 9EF
Tel: 01858 438809
Fax: 01858 434958

Refunds on cancelled subscriptions will only be provided at the publisher's discretion, unless specifically guaranteed within the terms of subscription offer

The editorial photos used are courtesy of the suppliers whose products they feature

United Business Media



Animal pharm: pet care in the pharmacy 24

With half your customers likely to be pet owners, should you be able to sell animal medicines?

Lambeth and lettuce 26

Malcolm E Brown looks at possible reasons why so few pharmacist vote in council elections

UniChem Conference in Puerto Rico 30

Alliance UniChem's chairman Jeff Harris gives a European perspective on issues facing pharmacists

AAH launches its Vantage concept store 32

The first Vantage concept store is launched in Tetterhall in the West Midlands

More web site accreditation say pharmacists 33

An AAH Pharmaceuticals survey revealed that accreditation would boost the kudos of a site

More medicines go from P to GSL

Regulations coming into effect on October 1 make famotidine and heparinoid available on general sale.

Famotidine 10mg must be in packs containing no more than 12 tablets, with a maximum dose of 10mg and maximum daily dose of 20mg. The tablets must be used for the short-term symptomatic relief of heartburn, indigestion, acid indigestion and hyperacidity.

Heparinoid must have a maximum strength of 1 per cent and be sold or supplied in packs of no more than 20g. It is indicated for the relief of bruises, sprains, and soft-tissue injuries in adults and children aged six years and over.

At the same time the GSL pack size of bisacodyl tablets will increase from 10 to 20. The changes are made under the Medicines (Sale or Supply) (Miscellaneous Provisions) Amendment (No 3) Regulations 2000 (SI No 2494; Stationery Office £1.50) and the Medicines (Products other than Veterinary Drugs) (General Sale List) Amendment (No 2) Order 2000 (SI No 2526; Stationery Office £1.50).

Defining moment due in appeal court

The Court of Appeal is to decide on the interpretation of 'necessary or desirable' as it applies to NHS contract applications.

The case arose when the Snowden-James Group applied for a pharmacy contract in Cropwell-Bishop, Nottinghamshire, but was turned down by the health authority. The Family Health Services Appeal Authority granted the application on appeal but the local dispensing doctors, Dr Lowe and partners, had the decision set aside at a judicial review.

The FHS Appeal Authority had to redetermine the appeal, taking into account the oral hearing report and the review judgment which had criticised the authority for not saying why it had departed from an earlier decision to refuse a similar application.

Believing it had correctly interpreted the meaning of 'necessary or desirable', the appeal authority granted an application when the pharmacy appealed a second time. Again the doctors successfully quashed the decision in the High Court.

The appeal authority has now been given leave to take the matter to the Court of Appeal.

The Pharmaceutical Services Nego-

tiating Committee has decided to support the company because the case raises important issues for pharmacy.

General secretary Stephen Axon said the hearing would "set in stone

the definition of necessary or desirable". PSNC is approaching the National Pharmaceutical Association with a view to joint involvement.

He thought the case would take about six months to come to court.

Tesco aids cancer awareness campaign

Tesco's 210 in-store pharmacies are alerting both men and women to the benefits of early detection of cancer.

For the fourth year running, Tesco will be supporting the Breast Cancer Campaign's Breast Cancer Awareness Month. From October 9, customers will be asked to donate at least £1 for a special edition fridge magnet, representing the Campaign's new logo, which acts as a reminder to women to check their breasts. Leaflets on breast self-examination will be available free.

The company is linking with the Prostate Cancer Campaign for a second year. In-store posters, showing a dripping tap with the caption 'Waterworks trouble?', will be accompanied by information leaflets written with help from Dr Thomas Stuttard.

Tesco's Judith Robinson said: "We have already raised £50,000 for the



Breast Cancer Campaign through past initiatives and this year we hope to raise a further £20,000 in donations. We're specially pleased to be re-introducing the leaflet as we recently received a letter from a customer who had been successfully treated for breast cancer after she discovered that she had the disease, thanks to our leaflet."

PSNC accepts 3pc increase in global sum for England

The Pharmaceutical Services Negotiating Committee has accepted a 3 per cent increase in the global sum for the financial year 2000-01, making a total figure of £777.75 million. The figure, which applies to pharmacy contractors in England and Wales, is a small increase on the NHS Executive's original offer, but is not as high as PSNC's bid in January for 5.5 per cent.

Any changes to fees and allowances, which PSNC said were unlikely because of a higher than predicted prescription volume, will be announced later in the year.

PSNC decided to accept the offer made on June 12 following the announcement of the 'Pharmacy in the Future' plan at the British Pharmaceutical Conference. In view of the Plan's far-reaching implications, it was felt that a settlement would leave the Committee free to discuss implementation of the proposals.

PSNC is setting up an advisory group from within its membership to analyse each element of the plan in detail, prioritise action, and make recommendations to its negotiating team.

It hopes to set up a joint forum with other pharmacy bodies to discuss the NHS Plan and bring together common views. Chairman Wally Dove said: "This is something contractors have been waiting on for three years. So now we've got it, we need to be totally positive and work through the detail with the people we negotiate with."

The three-year, £30 million investment to secure better use of medicines in the NHS, as promised in the plan, has been welcomed as a "sensible first step in the right direction" by PSNC.

In its letter to the NHSE accepting this year's offer, PSNC says it "expects to see a portion of that sum used to fund the medicines management pilots we have requested". It hopes that "further monies will be made available to spread medicines management beyond the pilot stage and fund the provision of other services by pharmacy contractors".

'Pharmacy in the Future' draws together a number of ideas that PSNC has advocated in recent times. "We are anxious to concentrate our energies on working with the Department to

enable community pharmacy to turn those ideas into reality," said Mr Dove.

In its first detailed consideration of the plan at its September meeting, PSNC said that while the profession must move forward and integrate itself within the new NHS, this must build on the existing network of community pharmacies. "The important bit will be to tease out details of control of entry. This will affect contractors' investment so it is important to get it right," said Mr Dove.

● PSNC said that a discount enquiry is likely to take place in October, with the outcome known in the first quarter of next year. Originally to have taken place in April, the six-month delay is due to the turbulence in the generics market.

● PSNC has commissioned research, which will take into account the National Plan, to review the arguments being put forward by pharmacists to support their membership of PCT management teams. As a result of this work, further guidance will be sent to LPCs on how to argue the case for PCT membership.

All Ayrshire eyes on pharmacy

Ayrshire and Arran Primary Care Trust is holding a Community Pharmacy Awareness Week starting on October 9.

The public will be invited to 'Ask your Ayrshire and Arran pharmacist' and each pharmacy will be given carrier bags with the slogan 'I've asked my pharmacist'. All of the 90 community pharmacies are taking part.

The Trust has arranged for supplies of health-information leaflets to accompany each pharmacy's practice leaflets, telling the public what services are available. Ayrshire Central Hospital's health-promotion department is supplying material on heart disease and dental health.

Radio and press coverage starts next week and fliers will be available from health service premises such as GP surgeries, clinics and hospital outpatients.

Glaxo Wellcome has donated a £100 prize for the best window or in-store display using the materials provided. The company is also offering information on asthma and smoking cessation.

Each pharmacy will be able to give a large Brad the Cure Bear as a prize for customers entering a word-search competition in which they have to find 20 words related to the pharmacy week.

Moss pharmacist and awareness week co-ordinator, Cathy Burns, said: "This is a perfect opportunity to advertise our services to the public on a local level."

Coventry pharmacists win PCG prescribing support contract

Pharmaceutical Support Services, an organisation formed by a group of Coventry pharmacists, has won a contract to provide drug information and prescribing support to two of Coventry's three primary care groups.

This is the second contract which the group, set up by three independent contractors over a year ago, has won. Last year it provided services to Coventry West PCG, while Boots looked after East Coventry. From next month, PSS will support both PCGs for a period of 18 months.

David Maxted, a proprietor in Earlsdon and PSS co-ordinator for Coventry West, said: "We have always worked well informally with our GP colleagues, but this arrangement allows a more formal relationship to

develop. We will be discussing with GPs the results of new drug research and advising on how medicines can be prescribed most cost effectively."

Projects that PSS has worked on so far with GPs range from developing treatment guidelines, holding clinics, producing patient information leaflets and carrying out audits.

Mark Galloway, until recently a proprietor but now acting as a consultant and teaching at Aston University, will be the co-ordinator for Coventry East PCG. "We are delighted to have beaten off competition from bigger national pharmacy organisations and look forward to developing initiatives in the East PCG."

Laurence Tressler, a proprietor at Tile Hill, and the third founding member of PSS, said PCG managers had

been prompted to look at the services the organisation can provide as the pressures to meet the constraints of imposed drug budgets increased.

There are now ten pharmacists contributing their skills and time to the group, including locum pharmacists, academics and PCG advisors. They are put into GP practices, and charge for services on a sessional basis, the number of sessions depending on the project.

"To a great extent we can draw up our own agenda," said Mr Tressler. "PCGs look to us to tell them what we can do." Projects under consideration within the new contract are formulary development, a review of statin prescribing and an examination of quality issues.

Research looks at Scottish access to healthcare

Scottish Health Minister Susan Deacon has commissioned research aimed at improving patient access to community healthcare services.

The Scottish Consumer Council will look into the difficulties patients have in reaching GP practices, community nurses and pharmacies. The researchers will look at what services are available, whether they are in the right place and available at a convenient time, and whether professional groups are being used in the best way. A questionnaire on current practice will go to primary care trusts and views will be sought from a range of organisations.

About 25 focus groups will represent urban, rural and small town areas, and include those with special needs such as ethnic minorities and people with disabilities. An advisory group is being set up to oversee the work and the final report is expected around March 2001.

Flu vaccine campaign focuses on elderly

The Department of Health is urging older people to have a flu vaccine this year, after a survey found they were unaware how serious the disease could be.

In research commissioned by Age Concern, 41 per cent of older people said they would not be vaccinated, mostly (47 per cent) because they thought they were unlikely to get flu. One-third believed that if they did catch flu they would recover quickly and one-third were worried about the vaccine's side effects.

But virologist Professor John Oxford, Royal London Hospitals, said last week that flu could change an

active elderly person into one who was permanently frail, and a frail elderly person could die. Some elderly patients were still suffering from the after effects of last winter's outbreak.

Although it was difficult to predict which viruses would be around this winter, he said there was a good chance that this season's vaccine would match new strains isolated in Yamanashi, Panama and New Caledonia.

Professor Oxford was speaking at the launch of the Government's campaign to encourage vaccine uptake this winter. The age threshold for free vaccination has been lowered from 75 to 65. Others eligible are people of all ages with chronic heart, respiratory and renal disease, diabetes mellitus, immunosuppression due to disease or treatment, and those in long-stay care. Vaccination is not being recommended for those under 65 and in good health.

Chief medical officer Professor Liam Donaldson did not foresee any serious shortages of the vaccine, despite press reports to the contrary. Four manufacturers - SmithKline Beecham, Aventis Pasteur, Wyeth and Medeva - already had stocks in place, while Solvay expected supplies would be available during the immunisation period. However, he admitted "there will always be glitches in large programmes of this kind".

The recommended period of vaccination is October to the end of November.

The Government's campaign uses Sir Henry Cooper to stress that even if you're fit and healthy, once you are 65 or over flu can be more serious. Advertisements are appearing in the



national press and ethnic titles. The television campaign runs for six weeks, with a two-week reminder campaign starting on November 13.

Two leaflets for the public - 'Flu vaccination' and 'What should I do about flu?' - are available from Prolog, PO Box 777, London SE1 6XH.

The Government has made £60 million available this year to cover the publicity, the costs of extra vaccine and payments to GPs for additional work.

In Scotland, over £10m is being spent on a flu immunisation programme targeting the same groups.

The strains recommended in this year's vaccines are an A/Moscow/10/99 (H3N2)-like strain, an A/New Caledonia/20/99(H1N1)-like strain and a B/Beijing/184/93-like strain.

NPC launches a guide to good practice for APCs

The National Prescribing Centre has produced a new guide to good practice for area prescribing committees (APCs). The guide is aimed at anyone with a vested interest in the quality of prescribing and the cost effective use of prescribing budgets - health authorities, hospital and community trusts, and primary care groups and trusts.

Information on current practices has been collated from a survey of APC activities in England carried out by the NPC in January this year. The survey shows that the vast majority of HAs have had a functioning APC (or its equivalent) since 1995, and that representation from both primary and secondary care is universal. Most APCs meet bi-monthly (53 per cent) or quarterly (32 per cent).

Typically an APC will include the HA pharmaceutical adviser (98 per cent), PCG/PTC prescribing lead (90 per cent), hospital chief pharmacist (84 per cent), hospital drug & therapeutics committee chair (69 per cent), and an LPC representative (68 per cent).

The Guide suggests APCs should be recognised locally as the key committee through which strategic advice and opinions around medicines management issues should be sought.

The Guide is being disseminated to key NHS professionals and managers, LPCs and other representative groups. Extra copies are free subject to written request stating your job title and employer, from the NPC at The Infirmary, 70 Pembroke Place, Liverpool L69 3GF (or fax 0151 794 8139).

SPF backs Older People's Week

The Scottish Pharmaceutical Federation has teamed up with Age Concern Scotland to publicise 'Older People's Week', which starts on October 2.

An information sheet entitled 'Falls and Older People', which provides basic information on which to base advice and guidance, has been issued to SPF members.

Drawn up by Elizabeth Roddick, who has been the SPF representative on Age Concern's Council for the past year, it is based on Pharmacy Healthcare Factsheet No 6. Copies can be obtained by phoning Linda Watt at the SPF office on 0141 221 1235.

As part of the week's events, a Pensioners' Forum in Glasgow will hear a talk on 'Dealing with Medication in Older People'.

Boots tells fringe about pharmacy

Boots the Chemists made a case for full integration of pharmacists into the primary healthcare team during a fringe meeting on the NHS Plan at this week's Labour Party Conference.

The company sponsored the meeting, held by the Local Government Association, to raise awareness of community pharmacy among a local authority audience.

Colin Baldwin, Boots pharmacy development controller, explained that community pharmacy had a great contribution to make to public health but, in the past, had not been able to make full use of its skills and resources. He welcomed the government's document on 'Pharmacy in the future - Implementing the NHS Plan', which outlined a much enhanced role.

"Many are recognising that community pharmacy is a major national resource and infrastructure which needs increasingly to operate within and as an integral part of the NHS," he said. "Pharmacists can do a certain amount as free-standing practitioners but they can achieve much more as members of the primary healthcare team."

Pharmacists could work with doctors and nurses to optimise prescribing and could help patients make the most of their medicines. But the full benefits would be realised only if pharmacists were able to share appropriate information with other team members through the use of IT.

He listed some of Boots' healthcare initiatives, such as smoking cessation, sexual health and management of long-term conditions, and suggested that pharmacist prescribing for minor illness could reduce the load on GPs.

"There is much that we in community pharmacy can do and wish to do - not as private businesses selling a service to the NHS, but as partners within the NHS providing a service to our patients."

Let pharmacists prescribe NRT

A leading Northern Ireland pharmacist has called for pharmacists to be able to independently prescribe NRT on NHS prescription.

At a fringe meeting at the Labour Party Conference in Brighton on Wednesday, Dr Terry Maguire, a Belfast proprietor pharmacist and director of the Northern Ireland CPPET, said: "Developing a more comprehensive service provision from pharmacies is clearly in line with Lord Hunt's pharmacy strategy, but I feel that one omission is the right of pharmacists to independently prescribe NRT."

He welcomed the Government's consultation on making NRT prescribable on the NHS. "It is vitally important

that NRT is made available, as the voucher scheme of one week's supply is in practice not very efficient ... it does not allow for follow up - a key component of behavioural support."

But making NRT prescribable needs to be backed with sufficient funding "as GPs will be unwilling to prescribe it. To do so will affect their prescribing budgets," he warned.

There needs to be a much more liberal approach to the use of NRT, he suggested. "The current restrictions on its use are much too draconian and do not reflect the safety of this medicine." The regulatory authorities are looking at this issue and he hoped they would "strongly support wider usage".

There is also a need to use NRT at higher doses and in a more creative way for those highly addicted to nicotine. Research indicates that there is justification for giving NRT in two formulations such as patch and gum, which seems to work for some patients.

Dr Maguire called for better strategic support from health authorities in providing smoking cessation services. This must be multi-disciplinary, involving co-ordination between GPs, practice nurses and pharmacists.

"I have seen little of this type of co-ordination to date, with services being mainly set up along uni-professional lines," he said.

Pharmacy stand wins award in Brighton

The pharmacy lobby has won the Public Service Award for its exhibitor's stand at this week's Labour Party conference in Brighton.

To do so the lobby had to fight off stiff competition from a host of exhibitors that included other healthcare professions, such as doctors and nurses, and health charities, including the British Heart Foundation.

Each stand was judged by the Prime Minister's wife, Cherie Blair. The pharmacy stand, set up jointly by the National Pharmaceutical Association, Pharmaceutical Services Negotiating Committee and the Royal Pharmaceutical Society, included a prototype NHS Direct touch screen, a vessel full of pills and mixed Smarties to show how easily medicines could be confused with sweets, and a video displaying pharmacy ads.

After talking with the stand representatives, Mrs Blair spent some time surfing on the NHS Direct screen.

The stand members, including Ms Wray, Mike King, PSNC's head of professional development and LPC services, and Judy Vastias, the NPA's senior press officer, were presented

with the award on Wednesday evening at an exhibitors' reception at the Metropole Hotel.

Besides the stand, pharmacy organisations came together on Monday evening to host a reception for any conference delegates brave enough to venture out onto the rain-swept promenade at Brighton.

Pharmacists addressed or supported a number of fringe meetings at the

conference this year. Dr Terry Maguire from Belfast spoke of the benefits pharmacy can offer in smoking cessation. Colin Baldwin from Boots said pharmacy should be part of a creative partnership between local government, social services and health providers (see 'Boots tells fringe about pharmacy' on this page); and Superdrug's Barry Simmer was lending his support to the New Health Network.



Chairman of the All Party Pharmacy Group at Westminster, Dr Howard Stoate MP, exchanges words with RPSGB Council member Hemant Patel



NPA chairman Ben Zatland (right) with the MP for Liverpool Riverside, Louise Ellman, and her pharmacist husband, Geoffrey Ellman, who manages a community pharmacy in Skelmersdale



Roger Odd puts across the Royal Pharmaceutical Society viewpoint to the Health Minister, Lord Hunt

Plan commits more funding

The National Cancer Plan, published this week, commits the Government to spend, by 2003, an additional £20 million each year in the infrastructure for cancer research, and an extra £4m on prostate cancer research.

This means that for the first time the Government, through allocations from departments and funding councils, will match the investment in R&D by the cancer charities.

Recently licensed cancer drugs – irinotecan for colorectal cancer, paclitaxel for lung cancer and temozolamide for brain tumours – have been referred to the National Institute for Clinical Excellence for assessment.

The Plan also sets out how the Government intends to improve cancer services, including prevention, screening, diagnosis, treatment and palliative care. The number of cancer specialists is due to increase by nearly a third over the next six years to 4,330.

"By the end of this year all patients with suspected cancer, urgently referred by their GP, will be seen by a specialist within two weeks," pledged Health Secretary Alan Milburn. And he has set a target of a maximum wait of one month from diagnosis to treatment.

The National Cancer Plan also sets out in detail how key programmes included in the NHS Plan, published in July, will be delivered.

Lloyds offers advice to mums

Basic welfare advice will be available for new and expectant mothers in an initiative being launched in 750 Lloydspharmacy stores.

A 'Baby Welfare' pack including a range of leaflets from the Departments for Education and Employment and Social Security will be available at the Lloyds stores that have a nominated 'Baby Advisor'.

These staff have undertaken extra training about a number of child care issues, including welfare and benefits, and they will be able to help women who ask for more information.

The new welfare pack has been introduced as part of Lloyds' 'social pharmacy' concept. Andy Murdock, director of pharmacy and superintendent for Lloydspharmacy, said: "As pharmacy is an accessible environment for the public it is an ideal location for the provision of social welfare advice alongside healthcare information."

Online Pharmacy correction

The web site address for Online Pharmacy, which appeared in *C&D* September 23, should have been: www.online-pharmacy.org.uk

Xrayser

Topical Reflections

I have a dream ...

"How much? £1.66! I'm not paying that. I will go to the doctor and get it for free!" With this reaction last week from an elderly customer I am beginning to think the unthinkable and agree with the rumoured majority of GPs who would be happy to see patients face a charge for accessing their services.

I can fully understand what a political hot potato access charges would be, but many of the extra GPs and community nurses promised by the NHS Plan are being trained to deal with the demand for the free treatment of minor problems that I could so easily manage.

For the suggested £10 (but no charge for children and those on low incomes) access to GP services would be easier and the usage of community pharmacy would improve.

And the charge could be linked to the introduction of some of the ideas in 'Pharmacy in the Future', with prescribing status for pharmacists and the electronic transmission of pharmacy consultation information direct to the patient's medical record and to the Prescription Pricing Authority.

Each NHS consultation would command a fee with prescribed drugs being reimbursed at cost to the pharmacist, and supplied free to exempt patients or for the standard prescription charge to others.

Then there is the change to the health culture. It would be in the doctor's interest to refer patients to their community pharmacist and to educate them to use this route as a first option.

In return, paid referrals by pharmacists would become an accepted part of the primary care system but of most benefit would be the continuing education for patients that would become an integral part of the process.

Very quickly patients would become the determinant of the severity of their illness and learn the advantage of accessing the system at the appropriate level.

True integration of community pharmacy services into primary care is achievable and at a cost that my quick back-of-the-hand calculation suggests would be far less than that necessary to expand GP services to treat minor demand and to establish the now redundant concept of walk-in centres.



Some want their cake, but aren't prepared to eat

I do try and co-operate with my local surgeries, and when a patient really needs medicines delivered I am usually happy to oblige. In the past these deliveries have been for my patients but recently I have been asked to deliver to an increasing number of new patients.

Some of my competitor pharmacies have actively established collection services of repeat prescriptions from surgeries so that the patient enjoys the convenience of only having to access the pharmacy for their medicines.

This is fine until something goes wrong and the patient or representative is unable to collect the prescription. The pharmacy refuses to deliver, the patient appeals to the surgery, and muggins here picks up the pieces.

I also offer a collection service from local surgeries but only for patients at their request, but when a delivery is genuinely required then I help. My so-called colleagues actively encourage all patients to avail themselves of their service, but delivering medicines to those in need, that is too expensive and they refuse.

How about that for a professional service!

One rule for the GP and one for the rest of us

I was entertained last week at a meeting of our local Primary Care Group where the GP majority was discussing local pilot bids for Personal Medical Services (PMS).

Most of the bids involved employing a GP to do a particular job that the present practice either maintained it had no time to manage or would prefer not to do (like dealing with asylum seekers).

None of the bids were designed to extend the frontiers of primary healthcare. Rather sadly this demonstrated that GPs take the same blinkered approach that is so prevalent in pharmacy, but I woke up when the question of salary was broached.

The figure of £50,000 per employed GP was suggested, at which cries of derision arose from the assembled medics. Certainly no one around that table expected a stampede of interest from disaffected doctors seeking vocational satisfaction in general practice!

But then the role of pharmaceutical advisor was discussed and it was agreed to seek a suitably qualified pharmacist. Salary £35,000 but no-one spotted the obvious contradiction!

Died onboard

John Welsby, a retired pharmacist from Huyton in Merseyside is thought to have died of carbon monoxide poisoning during a holiday onboard his boat 'Fourwinds' travelling the Shropshire Union Canal.

The incidence happened on September 6, when Mr Welsby was found lying unconscious on a bed by his wife, Ruth. Mrs Welsby was later treated for the effects of the gas at a specialist detoxification unit at Murrayfield Hospital in Wirral.

Mr Welsby, who was in his 60s, registered as a pharmacist in January 1963 until he decided to take early retirement and sell his pharmacy to Houghton and Lapping Ltd about ten years ago.

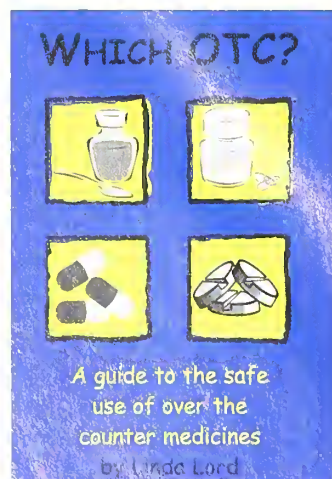
A spokesman for Cheshire police said that suicide had been ruled out and that the cause of death was likely to be a faulty appliance onboard the boat. The matter has been referred to the Health and Safety Executive.

Choosing the right OTC medicine

A Hertfordshire pharmacist has published a reference guide to OTC medicines, designed to help pharmacists, doctors and trained pharmacy assistants to select the most appropriate OTC medicine for their patients.

'Which OTC?', written by Linda Lord, deals with a large variety of minor ailments from acne, warts to verrucas, providing general information on the condition and the choices of treatments before listing the available products and some of their characteristics.

In the case of analgesics the guide lists whether a given drug contains aspirin, ibuprofen or paracetamol and whether it is suitable for children.



'Which OTC?', a guide to the safe use of OTC medicines, by Linda Lord; £9.95, published by The Galenic Press, Hemel Hempstead

Poor turnout for South London group

Only seven pharmacists and the organisers turned up to the inaugural meeting of a community pharmacy development group in South Southwark.

But those who did were keen and the group will still go ahead, said Vanessa Burgess, the primary care group's prescribing adviser who put the idea to community pharmacist Ashwin Tanna (*C&D*, September 2, p5). "The idea was that if each of those present phoned four or five of their colleagues we would get a better response next time," she told *C&D*.

adding that seven out of a possible 30-40 was "not bad for a first meeting".

The next meeting, proposed for November 23, hopes to look into local problems with monitored dosage systems. South Southwark has a large proportion of patients who need these aids but there is no scheme to pay for them and not all GPs are willing to prescribe on a weekly basis. The venue has yet to be decided.

The aim is to hold four or five meetings a year, possibly with educational sessions with GPs.

Lung cancer – the biggest ladykiller

Lung cancer has replaced breast cancer as the main cause of cancer deaths in British women, according to statistics published by the Cancer Research Campaign (CRC).

The CRC statistics showed a 36 per cent increase in the number of women dying from lung cancer over the past 20 years, while in the same period breast cancer mortality has decreased by 5 per cent.

As a result 12,765 women died of lung cancer in 1999 compared with 12,677 succumbing to breast cancer in the same year.

Presenting the statistics, the CRC's director general, Prof Gordon McVie, said that more young girls were taking up smoking than boys.

PERSONAL OPINION

e-pharmacy: ethereal pharmacy?

Anthony Cox is a hospital pharmacist in Birmingham with previous retail experience, who has a keen interest in the internet. His message? Look before you leap to set up an e-business

This summer the bookmaker William Hill was taking £1 million a day through its on-line service. This is a very high figure and quite remarkable for any on-line service. However, this is in the same environment that has seen Boo.com and, more recently, Clickmango.com fail.

There is generally a mistrust of the dotcoms by investors following this turbulent summer. Doomayers are predicting yet more failures. What might this mean for e-pharmacy and the pharmacy portals trying to make their way in this new environment?

Robert Jacques, editor of *internet.com*, wrote recently about the crisis in confidence in the investment world about on-line companies (*Network News* August 20, p29). His argument was that we are not seeing the end of e-business, but of s-business.

S-business is stupid business, a term he has coined to mean any venture based on a stupid business plan or that is badly run. The vultures circling over on-line businesses, he suggests, are missing the point. The Boo.coms of this world are not failing because they are on-line but because they did not have a viable business plan, and the reality did not live up to expectations. Boo.com had a good idea, but then made its site so complex and full of whistles and bells that most couldn't

use, or be bothered to use it. Others just had very poor foundations.

At the top of the list was Flake.com, promoted as the world's leading portal for breakfast cereals. Robert Jacques paints the picture of someone sat in front of a group of venture capitalists, saying: 'Give us the money because we are shifting the cornflake paradigm'.

It remains to be seen whether portals such as Healthnet.co.uk, Pharmacybargains.com, Unipharm.net and Pharmed.co.uk are a 'cereal product', or will shift the paradigm, but they have a hard job ahead.

What about e-pharmacy to patients – the so-called B2C route. Surely that has a future? Phil Walker, managing director of Ebeon.com (and designer of the William Hill site), lists delivery sites as another bad idea for dotcoms. He suggests margins are wafer thin, and that such ventures have to shift a lot of product in a confined area to make money. Also, it has recently been reported that only 3 per cent of people want to shop on-line, so what percentage want their health details on-line? The pharmacy profession is moving towards a more pharmaceutical care-based structure, and e-pharmacy may not rest easily within that framework. E-pharmacy is specifically mentioned in the 'Pharmacy in the Future' document unveiled by the health minister



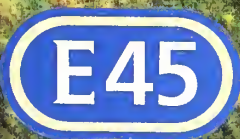
Lord Hunt at the BPC, and the Government will be reviewing NHS rules to remove obstacles to pharmacies wishing to offer this type of service. It remains to be seen how this commitment will sit easily with a desire to improve pharmaceutical care. Comments at the BPC by some pharmacists questioned the ability of a pharmacist to ensure the correct use of medicines by using the internet as a form of communication. Although a web site promoting your pharmacy may be of use, is it really viable or desirable to attempt to provide e-business? It may not be professional concerns that restrict e-pharmacy, but the old fashioned rules of business.

Stock up on E45, the autumn's new TV star.

From September, E45 is the official new partner of 'Peak Practice' – one of ITV's top 5 dramas, watched by 9 million people.

- E45 is the number one skincare brand in pharmacy.¹
- Skin Confidence E45 is the fastest growing brand in its sector.²
- E45 is enjoying its best sales year ever.³

So stock up before this autumn's TV campaign, and watch demand for all E45 and Skin Confidence E45 products reach new heights.



PEAK
PRACTICE

Skin
Confidence



Source: 1. AC Nielsen, Pharmacy Treatment sector, MAT, March/April 2000. 2. AC Nielsen, Pharmacy Maintenance/problem prevention sector, MAT, March/April 2000. 3. AC Nielsen MAT, Pharmacy Treatment and Maintenance/problem prevention sector, MAT, May/June 2000.
Crookes Healthcare Ltd, Nottingham NG2 3AA.

Script specials



IN BRIEF

Naproxen 250mg EC joins Galen range

Galen has launched naproxen 250mg EC tablets, 56 pack, to complement its existing 500mg EC tablets. The basic NHS price is £4.89.

Galen Ltd.
Tel: 028 3833 4974.

Family Doctor adds cancer title

Family Doctor Publications has added 'Understanding cancer' to its series of booklets. The booklet covers diagnosis, surgery, drug treatment, further core and complementary treatments. Retail price is £3.50, ISBN 1 898205 51 5.

Family Doctor Publications.
Tel: 01295 276627.

MUSE—temporarily unavailable

Abbott Laboratories reports temporary shortages of MUSE. Abbott is in the process of 'in-licensing', which will allow it to guarantee uninterrupted supplies.

Abbott Laboratories Ltd.
Tel: 01795 580303.

Once-daily treatment for HIV

Bristol-Myers Squibb has launched the first one-capsule, once-daily treatment for HIV infection. Videx (didanosine) EC is an addition to the existing Videx chewable tablets range. Packs of 30 Videx EC cost £55.00 for 125mg, £88.00 for 250mg, £110.00 for 250mg, and £176.00 for 400mg.

Bristol-Myers Squibb Pharmaceuticals Ltd.
Tel: 01244 586100.

Mothers smoking increases asthma

According to a study in the *Archives of Disease in Childhood*, young children whose mothers smoke when pregnant may be at increased risk of wheeze and asthma, irrespective of exposure to environmental tobacco smoke (ETS).

Over 8,500 mothers were surveyed about their smoking habits during pregnancy and the respiratory health of their children as part of the Avon Longitudinal Study of Pregnancy and Childhood (ALSPAC). About one in five children were wheezy between 18 and 30 months old; the risk is higher if the mother smoked while pregnant. Across the population, smoking during pregnancy and ETS are likely to account for about 1.5 per cent of wheeziness in all young children, say the authors.

Reminyl – fighting on four fronts

Reminyl (galantamine) is now available for the treatment of mild to moderately severe Alzheimer's disease.

Reminyl's dual mode of action means that it inhibits acetylcholinesterase and also modulates nicotinic receptors in the brain. It is the only drug shown in clinical trials to have a positive impact on all four domains of the disease – cognitive impairment, activities of daily living, behavioural disturbances and the impact of all these on the care-giver.

The recommended starting dose is 4mg twice daily, preferably with meals, for four weeks. Initial maintenance dose is 8mg twice daily, which should be maintained for at least four weeks. An increase to 12mg twice daily should be considered on an individual basis after appropriate assessment. Clinical benefit should be reassessed on a regular basis and discontinuation considered when therapeutic benefit is no longer evident. There is no rebound effect after abrupt discontinuation.

Patients with moderately impaired hepatic function should begin with 4mg daily for at least one week, increased to 4mg twice daily for at least four weeks. Daily intake should

not exceed two 8mg doses. Reminyl is contraindicated in severe hepatic and renal impairment.

For patients treated with potent inhibitors of CYP2D6 (eg paroxetine, fluoxetine, fluvoxamine and quinine) or CYP3A4 (eg ketoconazole, erythromycin and ritonavir) dose reductions can be considered.

Reminyl antagonises the effect of anticholinergic medication and should not be given with other cholinomimetics. Concomitant administration with food slows absorption rate but not extent of absorption. Taking the drug with food minimises cholinergic side effects.

Reminyl may have vagotonic effects on heart rate, such as bradycardia. Caution should therefore be exercised in patients taking drugs that significantly reduce heart rate, such as beta-blockers and digoxin.

Reminyl is not recommended for patients with gastrointestinal obstruction or those recovering from GI surgery. Patients at increased risk of developing peptic ulcers should be monitored for symptoms. Reminyl should be used with care in patients with a history of severe asthma or



obstructive pulmonary disease. The drug has been associated with weight loss, so patients' weight should be monitored.

The most common side effects are nausea, vomiting, anorexia, weight loss, fall and urinary tract infection.

Reminyl is registered and marketed by Shire Pharmaceuticals under a co-promotion agreement with Janssen-Cilag UK.

The basic NHS prices are: 4mg tablets x 14 – £13.65; 8mg x 14 – £17.08; 8mg x 56 – £68.32; 12mg x 56 – £84.00; 12mg x 168 – £252.00.

● The National Institute for Clinical Excellence is due to issue guidance to the NHS on galantamine, donepezil, rivastigmine and propentofylline for Alzheimer's disease in December.

Shire Pharmaceuticals.
Tel: 01264 333455.

Nitrates may reduce NSAID-induced GI bleeding

Nitrovasodilator drugs have been linked to a reduced risk of NSAID-associated upper gastrointestinal bleeding.

A case-control study was used to determine the risk of bleeding in patients taking nitrovasodilators, low-dose aspirin, or other NSAIDs. The case group consisted of 1,122 consecutive patients with bleeding from a peptic lesion who were admitted to one of four hospitals. Of the 2,251 control patients, about half had been hospitalised for other reasons and the rest were outpatients from the same geographic area.

In the week before admission, almost half of the patients with bleeding had taken an NSAID other than low-dose aspirin, about 10 per cent had taken low-dose aspirin, and about 5 per cent had taken a nitrovasodilator. Over 10 per cent had taken an anti-secretory agent such as an H2 receptor antagonist or proton pump inhibitor.

Treatment with a nitrovasodilator was defined as continuous daily use of these drugs either orally (glyceryl trinitrate, isosorbide dinitrate or isosorbide mononitrate) or transdermally (any

dose of nitroglycerin) for prophylaxis against vascular occlusive diseases.

In multivariate models that adjusted for age, sex and clinical risk factors, the use of both NSAIDs and low-dose aspirin was associated with an increased risk of bleeding from a peptic ulcer. Nitrovasodilator therapy was associated with the same decreased risk of bleeding (odds ratio of 0.6) as anti-secretory therapy.

The study, published in *The New England Journal of Medicine*, suggested that the nitrovasodilators' protective effect may be due to the fact that they release nitric oxide. Nitric oxide increases blood flow in the gastric mucosa and inhibits leukocyte adhesion to the endothelium within the GI microcirculation. This mechanism may be important in NSAID-induced GI damage.

CSM advises additional warning on SSRIs

The Committee on Safety of Medicines has asked manufacturers to include a warning on patient information leaflets that suicidal thoughts may occur early in treatment with SSRIs.

The CSM has reviewed a range of data and concluded that there is insufficient evidence to answer the question of whether fluoxetine and/or other SSRIs caused suicidal behaviour in a small subpopulation of patients. Product information for other antidepressants will be reviewed in light of

this advice. The following wording has been proposed:

"Occasionally, thoughts of suicide or self harm may occur or may increase in the first few weeks of treatment with 'drug name', until the antidepressant effects become apparent. Tell your doctor immediately if you have any distressing thoughts or experiences."

A Medicines Control Agency spokesperson said: "The CSM considered that this issue should be kept under close review."

Cool gifts this Christmas!



ELIDA FABERGÉ



Counterpoints



'Olé' for olive oil



Pharmax Healthcare is launching a range of olive-oil supplements exclusively in pharmacies. The OleoMed range comprises six different soft-gel capsules containing extra-virgin olive oil.

OleoMed Original contains only 600mg olive oil. Other varieties combine the olive oil with either calcium, vitamin E, evening primrose oil, ginkgo biloba or garlic.

The launch is being supported by a £1 million advertising campaign in women's magazines and the health and beauty press, starting in October.

PoS material for pharmacies includes a counter unit with consumer leaflets and A3 show cards.

A clear choice for NiQuitin CQ

SmithKline Beecham is launching a range of transparent nicotine replacement patches.

NiQuitin CQ Clear is identical in action and comes with the same behavioural support programme as the opaque patches, but offers consumers an additional choice. The clear patches come in the same pack

Kids get their own Lemsip

Reckitt Benckiser is launching a Lemsip product specifically for children.

Lemsip Children's Six Plus Cold and Flu relief sachets are designed to relieve headache, fever and a blocked or runny nose. They dissolve in cold water to give a blackcurrant flavoured drink that is slightly effervescent.

Suitable for children aged six to 12, the sachets contain 240mg of paracetamol and 2.5mg of phenylephrine hydrochloride.

The launch is supported by a three-month £600,000 advertising campaign that will begin at the end of November. Advertising will appear in the women's press and TV listings magazines.

OleoMed Original capsules are £5.99 for 60 and the other varieties are £6.99 for 60.

Pharmax Ltd.
Tel: 01322 550550.



PoS material will include large dummy packs, posters and 'Lemsip' bunting.

The retail price is £2.59 for ten sachets and the product has a GSL licence.

Reckitt Benckiser.
Tel: 01482 326151.

New formula for B complex supplement

The Health & Diet Company has reformulated its FSC B complex supplement to meet the demands of today's stressful lifestyles.

FSC B Supreme 50 now contains the full range of B vitamins at 50mg each compared with 15mg previously. It offers vitamins B1, B2, B3, B6, B12, folic acid and pantothenic acid.

Other nutrients include biotin, paba, inositol and chlorine. Vitamin C is also included to aid absorption.

Suitable for vegetarians and vegans, the product is available in 30 and 90 yeast free tablets, retailing at £3.99 and £9.99 respectively.

The Health & Diet Company Ltd.
Tel: 01204 707420.

Seaweed provides a blend of natural calcium and minerals for supplements

Marigot Health Products will launch two new organic health supplements into pharmacies at the beginning of October.

Aquacal Nature's Calcium is a calcium supplement that contains calcified seaweed which is naturally rich in calcium and minerals. It is available in tablets or vegi-capsules.

Osteo-Health Organic is a natural supplement developed to fight bone disease. It contains calcified seaweed with isoflavones and vitamin D.

The natural blend of minerals in both products is said to help the body to absorb them quickly. Both products are suitable for vegetarians.

The launch will be supported by an advertising campaign in health magazines and newspapers.

Retail prices are £9.99 for 60 Osteo-Health Organic tablets and £6.99 for Aquacal Nature's Calcium in 90 capsules or 120 tablets.

Sutherland Health Ltd.
Tel: 01635 874488.



sizes and at the same prices as the opaque range.

The entire NiQuitin range will be supported by a £5 million television advertising campaign running from December until March. A press campaign is due to begin in January.

Brand manager for NiQuitin CQ, Tess Player, said of the clear patch: "The visible appeal of the patch is predicted to bring non-NRT users into the category. We predict NiQuitin CQ Clear will grow the NRT market by 5 per cent in its first year."

There will be PoS material including window displays, and clear patch demonstration models for pharmacists. The clear patches will be available from October 16.

● SmithKline Beecham is planning some major NRT product innovations over the next three years. It also plans further enhancements to its behavioural support plan next year.

SmithKline Beecham Consumer Healthcare UK.
Tel: 020 8560 5151.



Healthcare with roots



Höfels®

nature's own pharmacy

For over 60 years Höfels has specialised in natural healthcare, establishing itself as the No.1 herbal brand in pharmacy.

Today our 12 herbal products are still made from the finest ingredients. Only by using the purest of these can we maximise their beneficial properties, enabling generation after generation to appreciate our unique formulations.

This winter we shall be supporting Höfels with a £1,000,000 national advertising campaign that is sure to attract many new customers.

So stock up on Höfels. We're at the root of your herbal business success.



Höfels Pure Foods Ltd, Hedon Road, Marfleet, Hull HU9 5NJ

Braun adds power to gift sales

Braun Oral-B will run a Christmas promotion on its Oral-B 3D rechargeable power toothbrushes during November and December.

The initiative offers purchasers 50 per cent savings on the Braun Oral-B 3D Solo, 3D Standard and 3D Deluxe. It is designed to encourage gift-purchasing and trade-up from manual tooth-brushing into power.

A £1 million TV advertising campaign will support the promotion.

● Braun Oral-B has produced two gift packs for its Braun Twist pocket battery-shaver, pairing it with Gillette toiletries or Duracell batteries.

One gift pack comprises a Braun Twist shaver with Gillette Arctic Ice after-shave, shower gel and anti-perspirant (rsp £17.99).

The second pack contains 12 AA-size Duracell batteries and a Braun Twist shaver (rsp £14.99).

Braun UK Ltd.

Tel: 020 8560 1234.

Safety first as new razor cuts a dash

Wilkinson Sword is launching a men's razor to replace its Protector 3D model.

The new Protector 3D Diamond is designed to offer a safer wet shave with extreme closeness. It incorporates a safety system with micro-fine guard wires to protect against nicks and cuts.

The razor also has alpha diamond-coated blades for long-lasting sharpness and a 3D-pivoting action which is said to keep the blades at the best shaving-angle to the skin.

The razor handle is available in two colourways – a neon yellow or matt chrome handle – to target two different consumer sectors.

The sporty yellow handle is targeted at young men aged 16 to 24, while the chrome handle is expected to appeal to older men. The soft rubber underside of the

handle is said to help provide a better grip.

Each razor pack contains two



blades and a protective case and stand. When fully open, the lid is designed to hold the razor in an upright position for easy access.

Retail prices are £3.99 (yellow handle) and £4.99 (chrome handle). Replacement blades come in packs of four and eight, retailing at £4.99 and £8.99 respectively.

The launch will be supported by a

£6 million TV campaign starting in November, with further bursts scheduled for January and April next year.

The campaign uses a panther behind bars to highlight the safety and sharpness of the razor. Using the analogy of a panther's sharp teeth, the advertising features the strapline 'so sharp it has to be kept behind bars'.

In-store PoS material also features the panther theme. A counter-top merchandising unit

with a 3D header card has been designed for the independent sector.

The unit contains ten yellow razors plus ten four-pack replacements blades. Consumers receive the razor free when buying the pack of replacement blades.

Wilkinson Sword Ltd.

Tel: 01494 533300.

Lynx aims to give men a head start

Elida Fabergé is expanding its Lynx male toiletry brand with a range of shampoos and hair-styling products for men's hair.

Available to order from October 30, the range comprises six products for styling, revitalising and short hair. It includes three shampoos – Control Shampoo to leave hair more manageable, Energise Shampoo with menthol and peppermint and Lynx Short Stuff 2 in 1 – a mild shampoo and conditioner for short hair.

The three styling products are Control Freak Gel, Invisible Gel and Short Stuff Wax to give short hair lasting control and texture.

Retail prices are £2.49 for the shampoos and £2.99 for the styling products.

The Lynx haircare range will be supported by a £2.5 million advertising campaign from January 2001.

Elida Fabergé.

Tel: 020 8481 6000.



Hubble bubble, beat skin trouble ...



E C De Witt is adding a trio of new facial skincare products to its Witch natural skincare range. All three new products contain witch hazel.

Witch Foaming Face Wash (rsp £3.99, 150ml) is designed to gently cleanse the skin, unblock pores and remove excess oil, dirt and dead skin cells to leave skin clean and refreshed.

Witch Daily Cleansing Lotion (£3.59, 150ml) is formulated to cleanse, refresh and tone the skin in a single step.

Witch Clear Pore Gel (rsp £3.59, 35g) helps tackle spots and blemishes by dissolving excess skin oils and grease while combating problem-causing bacteria.

The products will benefit from a £2 million total brand support package. Press advertising will focus on the individual product uses and benefits, while reinforcing the natural-brand positioning.

A national radio campaign will target a youth audience on the Pepsi Network Chart Show for a nine-week period.

E C De Witt & Co Ltd.

Tel: 01928 579029.

Spectacular star turns for autumn and Christmas glamour

Spectacular Cosmetics is launching a range of autumn colours and Christmas gift sets.

Lipsticks, blushers, eye shadows and nail polishes are available in a selection of earthy autumn tones highlighted with oranges, reds and gold.

For Christmas the company has teamed up with Benetton to produce gift sets containing either the Hot or Cold fragrance, with nail polishes and blue, gold and silver stars.

Other gift sets available contain a variety of shimmering products including roll-on body glitter, glitter

gel and glitter nail-varnish in combination with mobile phone holders and lip gloss.

The retail price of the cosmetics starts at £1.99 and the gift sets are £4.99.

Designer Distribution.

Tel: 01494 717741.

This way for quality and value.

UniChem is committed to providing its customers with the widest range of products at the best possible value and supported with the highest quality service. We supply a comprehensive range of Own Brand products which is continually reviewed and improved. Our range provides the independent pharmacist with excellent quality at competitive prices and outstanding value to the consumer. Our newly re-launched Vitamins and Supplements range gives pharmacists a genuine alternative to the leading brands. We make no compromises in ensuring that our stock availability, in whatever category, is at an optimum. Generics and Parallel Imports, Surgical and Disability products - all are available through UniChem. "Specials" can be sourced via our subsidiary Eldon Laboratories, whilst UniVision supply a comprehensive range of Eyecare products. Whatever your requirements, UniChem will provide it. You can be assured of our on-going commitment to excellence.



UniChem
Delivering Healthcare



SERVICE + INNOVATION + EXCELLENCE + PARTNERSHIP

UniChem Ltd., UniChem House, Cox Lane, Chessington, Surrey KT9 1SN. Tel: 0181 391 2323.

New Calrub.
On the shelf one minute.
Vapourised the next.

Calrub

Vapour Rub

Soothing comfort for clear
& easy breathing

NEW



Specially for Children

New Calrub Vapour Rub is specially formulated for your younger customers. Warming, soothing and comforting, it is non-sticky and quickly absorbed. Gently massaged onto a child's chest or back, it will also release a soothing vapour for clear and easy breathing.

With a new advertising campaign in the parenting press this winter, customers will be asking for Calrub by name. So stock up today – you'll be amazed how quickly it vanishes into thin air.

Magik vitamins from Dead Sea

Finders International are launching four vitamin and mineral supplements as part of the Dead Sea Spa Magik Range.

Coliclen contains psyllium husk, a bulk forming laxative, as well as vitamin C and herbs, including blessed thistle and yellow dock root (rsp.£6.50).

Detoxy is a combination of vitamins A, C and E with selenium (rsp.£7.45).

Lifedose contains vitamins C and E as well as ginseng (rsp.£9.60) and Relaxogen is a formulation containing vitamins B and C (rsp.£8.10).

Each product contains 30 capsules.

Kent Cosmetics.

Tel: 01622 859898.

L'Oréal lights up faces with new foundation

L'Oréal will launch a new light-reflecting foundation into independent pharmacies and other outlets from late October.

L'Oréal Translucide contains micro-powders that reflect and diffuse light to help the skin appear more radiant.

The product has a light, oil-free formulation to provide a shine-free finish. It is enriched with vitamin C and has an SPF of 12.

Kodak calls the shots

Kodak is supporting sales of its Ultra films and single-use cameras with a range of promotions and TV advertising this winter.

On the special



promotional packs of both film and cameras Kodak is offering 12 shots free: 36 for the price of 24 on film and 39 for the price of 27 on the cameras. Pre-packed floor and counter merchandisers are available for these products.

Kodak Advantix Ultra film, for APS cameras, also has 15 free shots - 40 for the price of 25.

A national TV advertising campaign costing £1.1 million will run from December 4-23 featuring the 'Sunday League' adverts, which were first shown in the summer and promote the Ultra and Ultra Zoom films. This will bring Kodak's total advertising spend on Ultra films to £6.3 million this year.

Chemist Brokers.

Tel: 02392 222579.

Kids will be keen 2 clean

Colgate-Palmolive will launch a new children's range of its battery-powered Actibrush on October 9.

The Actibrush for kids comes in three brightly-coloured designs created to appeal to boys and girls.

The new style brush offers the same benefits as the original Actibrush but has softer bristles for children's gums.

Until the end of December the Actibrush range is available at the special promotional price of £9.99 - normally £12.99. Replacement heads are £5.99.

A limited stock of 'Keen 2 Clean' merchandising units will be available. **Colgate-Palmolive UK Ltd.**

Tel: 01483 401902.



Fresher week XS

Bayer is currently promoting Alka Seltzer XS tablets to students during 'fresher week'.

Nearly a million students are being targeted by a postcard campaign in student union bars. The front of the card features a glass of Alka Seltzer with the heading 'Enjoy your first pint of the day'. On the back are useful tips for avoiding hangovers and surviving fresher week.

Research carried out by Taylor Nelson over the last year shows that people using Alka Seltzer products are getting younger.

Future student campaigns are planned for later in the year.

Bayer Consumer Care.

Tel: 01635 563531.

Young Bambino family grows

MAM UK is adding two products to its Bambino range of baby accessories. The Bambino mini rattle is lightweight, in a choice of primary colours and suitable for very young babies (rsp.£2.99).

Bambino cutlery is a colourful fork and spoon set in a plastic wallet making it ideal for travel (rsp.£1.99).

MAM UK Ltd.

Tel: 020 8943 8880.

IN BRIEF

Tan without sun

SunSplash International is launching a new self-tanning towel into pharmacies. SunSplash towels come in 5ml sochets and retail at £1.49. The towels are available in trade boxes of 50 sochets.

SunSplash International.

Tel: 0151 476 4000.

Pharmacy eye opener

Crookes Healthcare has produced an informative Optrex eyecare leaflet for pharmacists and pharmacy assistants. 'A real eye opener' has been produced in conjunction with Moorfields Hospital. It is a useful guide to minor eye problems and includes tips on eyecare, protection and exercise.

Crookes Healthcare Ltd.

Tel: 0115 953 9922.

Festive tins

Bronnley is introducing two decorative sets of tins in its Christmas gift collection. Two traditional 'Twelve days of Christmas' tins include soaps or bath seeds. Three differently shaped 'Swan' tins contain soaps or a range of toiletries.

H Bronnley & Co Ltd.

Tel: 01280 702291.

ON TV NEXT WEEK

Anadin Ultra: GTV, STV, B, G, Y, C, A, HTV, TT, C4, C5

Basser's Soft & Chewy Vitamins: GMTV, C5

Colgate Fresh Confidence toothpaste: All areas

Gillette Series Arctic Ice: All areas

Ibuleve Maximum Strength: C4

Macleans toothpaste: All areas except U, CTV

Multibionta Advanced Formula: ITV, C4, C5, Sat

Nytol: GMTV

Otex Ear Drops: C4

Oxy: All areas except U, CTV

Pearl Drops: All areas except C, CTV, W, CAR, TSW

Pharmaton capsules: CAR, IWT, C, U, HTV, G, B, M, GTV

Poli-Grip: All areas except IWT, GMTV, TSW

Seven Seas Cod Liver Oil: G, Y, C, IWT, CAR, TT, C4, C5, Sat

Solpadeine: U, GTV, STV, B, G, Y, HTV, TT

Wella Viva long lasting colour: All areas

Yariba: All areas

A Anglia, **B** Border, **C** Central, **C4** Channel 4, **C5** Channel 5, **CAR** Carlton, **CTV** Channel Islands, **G** Granada, **GMTV** Breakfast Television, **GTV** Grampian, **HTV** Wales & West, **LWT** London Weekend, **M** Meridian, **Sat** Satellite, **STV** Scotland (central), **TT** Tyne Tees, **U** Ulster, **W** Westcountry, **Y** Yorkshire

For services rendered

Four pharmacists have set exemplary standards of service in the community to win the Glaxo Wellcome/Chemist & Druggist Pharmacy Service Awards 2000

Health minister Lord Hunt may have reconsidered the title of his 'Pharmacy in the Future' proposals if he had visited the winning pharmacies in the Glaxo Wellcome/C&D Pharmacy Service Awards 2000. He would have seen independents and multiples which are already a long way down the road to achieving the kind of things the Government's vision for community pharmacy sets out.

Whereas the Practice to People Awards in 1998 concentrated on pharmacists' proposals for improving the services they offered, this year the Awards' emphasis was on pharmacists who had successfully introduced

initiatives that addressed their customers' healthcare or shopping needs.

The entrants had to provide three unique selling propositions which proved the quality of their services.

Both multiples and independents were invited to apply, with the winner in each category taking away £1,000 to further improve their pharmacy's service, and each of the runners-up receiving £500.

The winner of the independent category was Hooman Ghalamkari, proprietor of D G Pharmacy in Dines Green, Worcester. His outlet - located on a council estate two miles from the nearest medical practice and other pharmacies - was only opened in November 1997, but soon

developed an impressive package of services ranging from health promotion projects, such as headlice and sun/skin protection, to complementary therapies that included homocopathy and reflexology.

Its three USPs are:

- a smoking cessation service featuring in-store promotional displays, with staff trained to take advantage of opportunities arising with customers, and meticulous ongoing support
- a three-tier medicines management service, beginning with a script collection and delivery service and progressing to a weekly medicines supply in MDS, supported by a dedicated medicine advice line in the pharmacy
- a service for district nurses, which includes delivery, palliative care services and a medicines management scheme for the elderly and housebound.

The judges liked the way Hooman had presented and packaged his medicines management service, and felt he was clearly providing services that were much appreciated by the local community. His links with district nurse, and through them with his PCG, were considered well focused and attuned to local needs.

Hooman plans to use his £1,000 prize to develop his medicines management system. "I'll take time out of the pharmacy to devise proper assessment forms which will be sent to all the social care personnel," he says.

Medicines management, he adds, needs to be more formalised as part of a total social care package. "After all, it keeps people out of long-term institutional care," he says.

Another project his pharmacy has just completed, thanks to the efforts of pharmacy student Karen Gunnell, is a new database that lists patient information leaflets/catalogues and assigns a number to them.

When a customer comes in and asks for information about a condition, the pharmacy's staff type in the condition's name in the pharmacy's computer and are instantly given the number of the relevant leaflet. Hooman says it's a more efficient, less time consuming procedure for locating the leaflets.

Meanwhile, he plans to set up a consultancy sideline to give pharmacy groups advice about good practice.

Carol Aiken of Scripts & Co Dispensing Chemists in Beacon Heath, Exeter, was runner-up in the independent category. Besides being a

Pharmacy service AWARDS 2000



Dr Cameron Marshall, commercial director of the Awards' co-sponsor Glaxo Wellcome, said it was gratifying to see so many pharmacists among the entrants who were already achieving the Government's aims of putting pharmacies at the centre of primary care



Hooman Ghalamkari, proprietor of D G Pharmacy, receives his certificate and a cheque for £1,000 for winning the independent category from Dr Cameron Marshall, Glaxo Wellcome's commercial director



Manjit Atwal, manager of Tesco's in-store pharmacy in Brownhills, Walsall, collects her award and £1,000 for winning the multiple category. She is flanked by Dr Cameron Marshall (right), Glaxo Wellcome's commercial director and Patrick Grice, C&D's editor



Carol Aiken of Exeter-based Scripts & Complementary Therapies, and runner up in the independent category, collects her award and £500 from Glaxo Wellcome's Dr Cameron Marshall

pharmacist Carol is a trained homoeopath with a degree in complementary therapies, and a diploma in veterinary medicine. She has also learnt sign language and installed a minicom in the outlet to give advice to deaf patients.

Scripts & Co's services - available 12 hours a day throughout the year - are equally comprehensive and include diagnostic testing, a service to residential homes, prescription glasses, ear piercing and on-site D&P.

The judges said Carol had shown tremendous initiative in developing the business, invested a lot of capital and paid particular attention to staff training.

Scripts & Co's staff will be receiving more training on diagnostics and complementary therapies, while Carol will be starting a masters degree in complementary

therapy at Exeter University in October, and plans to eventually take a PhD.

Her business was recently sold to Bristol-based Pharmacy Plus, which wants to maintain the focus on service.

Multiple winners

The winner in the multiple category was Manjit Atwal, manager of Tesco's in-store pharmacy in Brownhills, Walsall.

Manjit highlighted the importance of a well-trained staff that treated customers with patience, understanding and sympathy.

The judges were impressed by the way she had raised her pharmacy's stature and involvement in the local community. The pharmacy, for example, was involved in a pilot project to provide emergency

hormonal contraception and it was developing a health promotion campaign for the holiday season.

In March it promoted a No Smoking Campaign and it was subsequently judged one of the winners of the No Smoking Day Pharmacy Award Scheme by the Royal Pharmaceutical Society. This prompted staff to train in motivational techniques for smoking cessation, which they will put to good use when they set up a cessation clinic.

The judges commented on the 'imaginative and lively' nature of the No Smoking initiative and the fact that it was being followed up. They also welcomed the pharmacy's willingness to get involved in community projects and believed its personal touch was beginning to break the stereotyped image of impersonal multiples.

Manjit will use the prize to fund extra staff training, particularly on counselling skills and complementary medicines.

The pharmacy may also set up a

health aids section to help, for example, customers with rheumatic conditions. Manjit hopes to get some financial support from her local authority to do so.

Pharmacist Debbie Danon picked up the runners-up prize on behalf of London-based John Bell & Croyden, now part of Lloydspharmacy, whose USP's are training and development, health promotion, facilities and ease of shopping.

Training is available up to four times a week on a variety of topics, which adds to job satisfaction and the level of service, and is one reason why many staff have stayed with the company for over 20 years.

Its health promotion services include a Healthy Heart Check Service and an interactive information booth to help customers find out more about healthcare matters. Other services include a surgical fitting department, a stoma clinic, disabled aids department and osteopathy clinics.

Continued on P20 →



Debbie Danon, pharmacist at John Bell & Croyden, was runner up in the multiple category and receives a £500 cheque from Glaxo Wellcome's Dr Cameron Marshall



(L-R) Pharmacy Service Awards judges: Georgina Craig, NPA's head of professional development; Tina Funnell, chair of the PAGB's Consumer Healthcare Information Centre; Alan Nathan, lecturer at King's College's department of pharmacy; and Patrick Grice, non-voting chairman of the panel. The fifth judge, Dr Maureen Devlin, Glaxo Wellcome's partnership development manager, industry & government affairs, was unfortunately unable to attend

the i n s

Canesten Once (clotrimazole 10%)

The effective cream alternative to pessaries
or oral treatments for internal thrush



Canesten Once is the one-shot application of 10% clotrimazole for women who like a soothing cream treatment. The pre-filled, easy-to-use applicator delivers the dose directly to the site of infection with less mess and no fuss.

Recommend Canesten Once for your customers who want to clear their thrush fast and who prefer a cream to a pessary or oral treatment.

10% cream for effective, soothing treatment of internal vaginal thrush

Canesten CAN

Canesten®
clotrimazole

Full product information is available on request from Bayer plc, Consumer Care Division, Newbury, Berkshire RG14 1JA

® and ® are trademarks of Bayer AG

→ Continued from P19

The judges commented on the teamwork required to offer such services and the evidence of high staff loyalty.

Debbie says the pharmacy will be investing in a major refurbishment, which will last two years and will improve its level of services even further.

Presenting the awards at the Hyatt Carlton Tower in London last week, Dr Cameron Marshall, Glaxo Wellcome's commercial director, said that entries in both the independent and multiple categories had shown a huge amount of imagination in their drive to offer the highest possible service.

"It is extremely encouraging, I believe, to see among the entries so many initiatives consistent with the NHS Pharmacy Plan to put pharmacists at the heart of the primary care team," he said.

Other pharmacists, he added, should take heart because the Award winners demonstrated how it was possible to differentiate yourself, and offer services that guaranteed customer loyalty despite the pressures of an increasingly competitive environment and the uncertainty brought by e-pharmacy and other developments.

Glaxo Wellcome has been sponsoring the Awards since they were launched in 1994. The 2000 Awards is the fourth.

Patrick Grice, C&D's editor and non-voting chairman of the judges, said he hoped the pharmacists involved would be encouraged "...to go away and do it again, and do it better, because they will have learned from their experiences first time around. I hope it also inspires their colleagues in other branches, or the competition down the road to have a go".

With healthcare provision, he added, most pharmacists had to curb their competitive instincts and collaborate to make an impact.

Associate publisher John Skelton thanked Glaxo Wellcome for making the Awards possible and for helping out with the organisation.

The judges were Georgina Craig, head of professional development at the National Pharmaceutical Association; Dr Maureen Devlin, Glaxo Wellcome's partnership development manager, industry & government affairs; Alan Nathan, a lecturer at the department of pharmacy at Kings College, London; and Tina Funnell, chair of the Consumer Healthcare Information Centre set up by the PAGB.



Fergus Wilson, C&D's publishing director, discusses the finer points of Tesco's in-store pharmacies with Penny Beck, the supermarket chain's pharmacy superintendent



(l-r) Jenda McSwiggan, Glaxo Wellcome's retail sector manager, finds out more about John Bell & Croyden's unique selling propositions with Anita Gundecha, the outlet's pharmacy manager, and Debbie Danon, its pharmacist and Award runner up

Pharmacy service Awards 2000



C&D's associate publisher John Skelton, who supervised the Awards' organisation, thanked Glaxo Wellcome for sponsoring the event since it was launched in 1994



Networking: (l-r) Tina Funnell, Award judge and chair of the PAGB's Consumer Healthcare Information Centre; Andrew Garvey, Glaxo Wellcome's retail sector executive; Award winner Manjit Atwal; C&D's Fergus Wilson; and Penny Beck, Tesco's pharmacy superintendent



Award winner Hooman Ghalamkari explains his medicines management service to Glaxo Wellcome's Dr Cameron Marshall

the outs

Canesten Thrush Cream

(clotrimazole 2%)

An effective, soothing treatment for the fast relief of external symptoms



Canesten Thrush Cream, twice the strength of the original Canesten cream, offers fast relief from the irritating itch that most women experience as the first symptom of thrush.

When customers ask for 1% Canesten cream for relief of external thrush symptoms, recommend 2% Canesten Thrush Cream. It is specifically designed for thrush and makes almost 30% more profit than 1% Canesten cream for your pharmacy.¹

Not 1% but **2%** cream for the treatment of the external symptoms of vaginal thrush

Canesten CAN

Canesten®

clotrimazole

Full product information is available on request from Bayer plc, Consumer Care Division, Newbury, Berkshire RG14 1JA
Reference: 1 Data on file, Bayer UK

® REGISTERED TRADEMARK OF BAYER AG BAYER AND  ARE TRADEMARKS OF BAYER AG

Sexual harassment can affect both women and men, but employees are often not given any guidance about it.

Karen Mannering reports

Sexual minefield

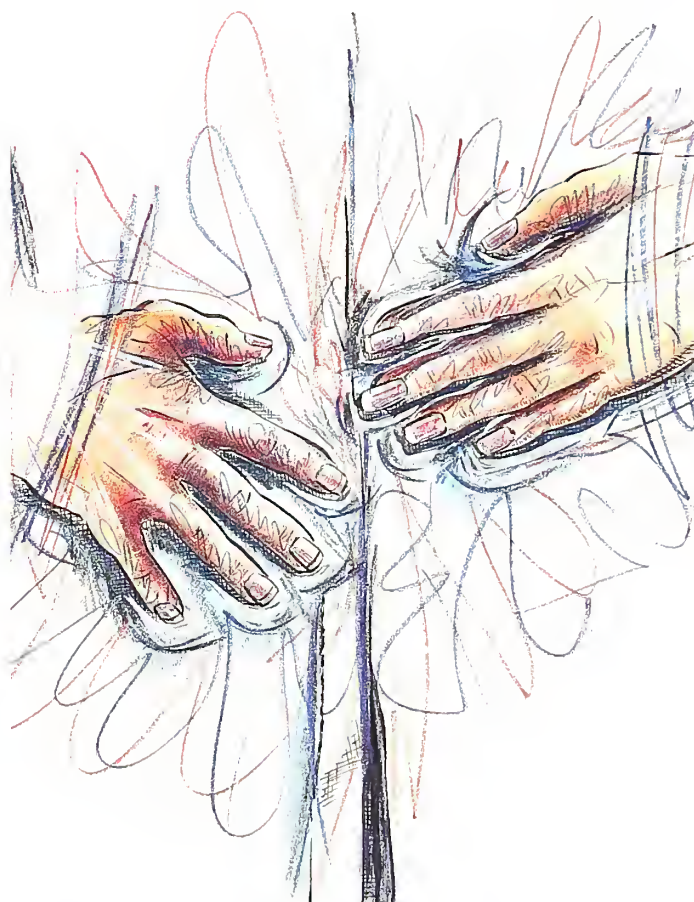
Overt sexual harassment, such as explicit language, lewd and salacious remarks or physical contact, is openly recognised as unacceptable, but what about more subtle techniques such as the 'accidental' brush of someone's hand against your jacket? Or when someone constantly causes you discomfort by standing just that little bit too close? Is that sexual harassment? Should this 'harmless' behaviour cause concern?

Sexual harassment can be described as unwanted behaviour which a person finds intimidating, upsetting, embarrassing, humiliating or offensive, and it is upon the issue of whether the behaviour was welcome that many cases lie. It is generally assumed that sexual harassment is an activity directed by men at women but this is not necessarily the case.

Studies on sexual harassment are few and far between; however, in the British Public Opinion Survey of 1995 undertaken by MORI, of those who admitted to having been sexually harassed, only 28 per cent stated that this occurred at work by a boss/superior, and 50 per cent stated that it occurred at work by an equal or other staff member.

This challenges the theory that sexual harassment is confined to bosses who prey on staff, but harassment is often recognised as an abuse of power. Remember that when deciding whether harassment has occurred, it is not the intention of the perpetrator that is the key factor. It is whether the behaviour is unacceptable by normal standards and/or is disadvantageous, the evidence of which may be that you have lost out on promotion, position, training opportunities and/or pay because of this treatment.

With all of these factors to take into consideration it is easy to see why sexual harassment is often regarded as a minefield. Add to this the very nature of the word 'sexual' and there is an additional embarrassment factor. Not surprisingly, many organisations fail to face this problem and do not have a policy in place.



Is it widespread?

There is no UK legislation which deals specifically with sexual harassment at work. Numerous Acts cover legislation relating to harassment in general, so it is incredibly difficult to extract statistics relating only to sexual harassment.

In 1993 an Industrial Society survey ('No Offence?') indicated that 54 per cent of working women and 15 per cent of working men had experienced some form of sexual harassment in the workplace. It is perhaps indicative that there has been no follow-up to this study.

In 1998 the Equal Opportunities Commission averaged 50 enquiries per month regarding sexual harassment at work. However, many of these cases will not progress to an industrial tribunal as many recipients, in fear of recrimination, decide to let the matter rest.

At a recent TUC women's

conference one third of the participants did not know whether their employer had a workplace policy on bullying and one in five could not say if they had a policy in sexual harassment.

Dealing with it

Here are some steps to take if you are being sexually harassed at work:

- **Say 'no' clearly.** Inform the perpetrator that their attentions are unwanted. Make it clear that you find the behaviour offensive and if it persists, write a memo to the perpetrator asking them to stop - always keep a copy. In around 90 per cent of cases this is sufficient to prevent the offence occurring again.
- **Document the harassment** Write down each incident including date, time and place. Detail exactly what happened. Keep a copy at home. This information will be required if you need to take legal action.

- **Get emotional support** from friends and family, or speak to your health service about professional counselling.

- **Document your work** Keep copies of performance evaluations and memos that attest to the quality of your work. The perpetrator may question your job performance in order to justify their behaviour.

- **Look for witnesses and other victims** You are probably not the first person who has been mistreated by this individual. Ask around; you may find others who will support your charge. Two accusations are much harder to ignore.

- **File a complaint** You will need to file a formal complaint through your manager, and this may result in an Industrial Tribunal. At this stage the details enter the public arena and may attract press attention. For this reason alone if there is any way that the matter can be settled in private, then this is preferable for all parties.

Sexual harassment can be very distressing, especially if you cannot discuss it. It can result in depression, anxiety, loss of confidence, nervous conditions and it could reduce your job performance to zero. You may also feel guilty that in some way you invited these problems, so it's best to seek specialist advice and help. The ultimate step is to move on to a new job but psychologically it is important to explore other avenues first.

Introducing a policy

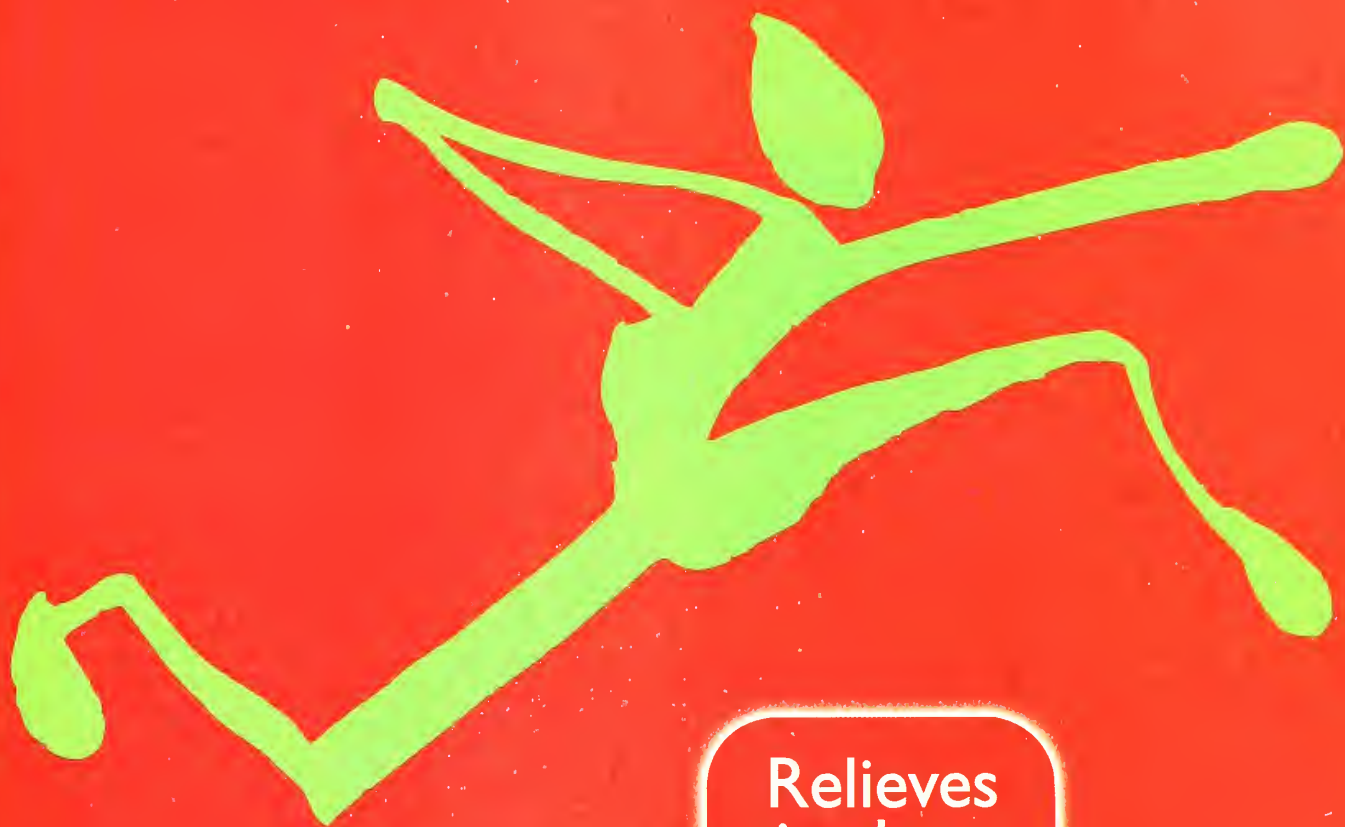
Every company should have a policy on sexual harassment, outlining the definition and, perhaps, accompanied by a code of practice.

As a final thought, in the US, where an average settlement for a sexual harassment case is \$350,000, is it surprising that complaints have doubled in the past five years?

More information/where to get help:

Notional Pharmaceutical Association
(members only)
Tel: 01727 832161
Equal Opportunities Commission
Tel: 0161 833 9244
The Industrial Society
Tel: 0207 839 4300

The natural way to revive your profits



- New Yariba herbal tablets contain a natural ingredient to relieve temporary tiredness
- Established clinical heritage
- Unmissable national heavyweight advertising campaign



A natural way to revive your day

YARIBA Trademark and Product Licence held by Diomed Herbals; Hitchin, Herts, SG4 7QR, UK. Distributed by DDD Ltd, 94 Rickmansworth Road, Watford, Herts, WD18 7JJ, UK. **Directions:** Take one or two tablets three times a day. Not recommended for children under 14. **Indications:** A traditional herbal remedy used as a pick-me-up in temporary tiredness. **Contra-indications:** Not to be used in cases of sensitivity to any of the ingredients. Not to be used during pregnancy or lactation. **Precautions:** Keep out of the reach and sight of children. **Legal Category:** GSI Packs: Yariba (PL 17418/0012) - 50 tablets, RSP £4.95 (£4.21 exc. VAT).

With half your customers likely to have a pet, wouldn't you like to have more veterinary medicines available to you for sale? **Charles Gladwin** reports

Animal pharm

For a long time, pharmacists have been concerned that not enough animal medicines have been available for supply through pharmacies.

It is argued that pharmacists are specialists in medicines; many of the medicines used for animals are similar, if not the same, as human medicines and are used in much the same way. Meanwhile, pet owners complain that vet fees are exorbitant, especially when it comes to the price of medicines. Hence, owners may appreciate being able to obtain medicines locally for their animals rather than trekking to the vet.

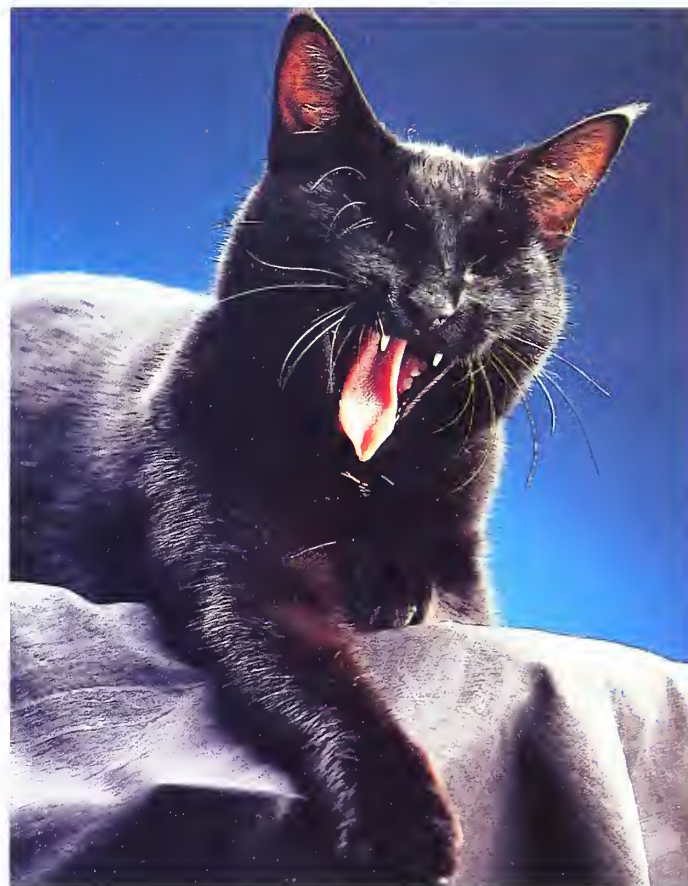
It is estimated that half of UK households have a pet or companion animal, so it is reasonable to expect that at some time half your customers will want a pet medicine. Everyday, about 3 million customers who might have a need for pet-care products visit a pharmacy.

But some pharmacists feel that there is no point becoming involved in companion-animal medicine when the vets have the monopoly. Besides, there are not many products that the pharmacy can sell which are not also sold in pet shops.

So why do animal medicines seem so hard to come by in pharmacies? Selective lobbying has meant that, despite many human medicines transferring from Prescription Only to Pharmacy status, the same drugs if intended for animals have remained POM and in the control of the veterinary surgeon. Manufacturers may also be reluctant to propose changes, as they have a loyalty to their prime customers, the vets.

And just as community pharmacy is arguing that it needs resale price maintenance on over the counter medicines in order to remain viable, vets argue that they rely on their ability to dispense and sell medicines to maintain a network of veterinary practices across the country.

There are legal barriers, too, such as the fact that animal medicines have



very specific product licences and it is not permissible to use a human medicine for animal use, even if the drug is exactly the same.

However, this all could change. A consultation exercise, which is to close shortly, has asked for views on current veterinary practices. As virtually all POMs are dispensed by veterinarians, the independent inquiry is asking what impact this has on availability and prices. In addition, this Independent Review of Dispensing by Veterinary surgeons will consider the current classification of POMs to determine whether certain products should be more widely available.

The review has been called for by the Ministry of Agriculture Fisheries and Food. It is part of a package of

long-term measures and short-term financial aid for British farming announced in March at the Agriculture Summit held in Downing Street. The main drive behind the initiative is reducing costs to farmers, but it may benefit all those who look after animals

At issue ...

- POMs for the treatment of animals can be obtained only from a veterinary surgeon who has the animals in question under his or her care, or from a pharmacy on production of a prescription written by the vet. Because most pharmacies do not stock veterinary medicinal products, veterinary practices have virtually no competition for (dispensing) sales of POMs.

- Some vets add a substantial mark-up to the wholesaler's list price for a POM and charge clients accordingly. The vet may use the profits from POM sales to subsidise the provision of services to clients such as 24 hour cover and call-out charges.

The Inquiry was concerned that the practice could either:

- be an incentive to vets to prescribe POMs – Denmark restricted the ability of vets to dispense except in an emergency in 1995 and since then there has been a significant drop in the use of antibiotics, or
- mean that farmers and other clients may be paying substantially higher prices for veterinary POMs in the UK than in some other member states in the EU. If price differentials are sufficiently large, there may be an incentive to import products not authorised in the UK. In turn there is a further risk to the animal's welfare if no vet has been involved.

Among the considerations that the Inquiry will take into account for its report, which is not expected until March 31, are:

- the safety of individual products
- the need for diagnosis as part of effective use
- whether the removal of any required veterinary intervention before a product is administered to an animal would carry any risks.

The review is also taking into account the location of pharmacies and whether it is possible for farmers and pet owners in remote areas to obtain POMs dispensed by a pharmacy. In addition, it is considering the impact of any recommended changes in dispensing practices on the structure of fees charged by vets and any resultant price increases.

This review was set in place with the knowledge that the Office of Fair Trading was looking into anti-competitive practices within the veterinary setting.

The OFT's remit has also been to look into the prices of veterinary medicines as well as at the practice of

vets prescribing and dispensing. In terms of prices of veterinary medicines, the OFT is still conducting a fact-finding exercise. It has written to vets, among others, asking them about their pricing structures but has still to decide whether there are reasonable grounds for launching a full enquiry.

An earlier investigation was carried out after a complaint was made about veterinary surgeons being able to prescribe and then dispense. However, the investigation concluded that there was no evidence that there was a breach of the Competition Act, so the OFT has ended that enquiry.

The pharmacists' case

Supporting the call for easier access to animal medicines is the Royal Pharmaceutical Society which has responded to the Inquiry. The Society's Veterinary Medicines Group was also due to present its arguments to the British Veterinary Association Congress, which is taking place as C&D goes to press.

Head of professional and scientific support, Roger Odd said: "We believe that pharmacists have a role in dispensing veterinary prescriptions. The current system, with the vet supplying the medicines directly without issuing a prescription, is being challenged and we believe that animal owners need to have a choice of where they can obtain their medicines."

The BVA Congress will be a very important meeting. "The vets will not want to lose a considerable amount of income, but something has got to move on it ... The key person to be involved in dispensing should be the pharmacist who has the knowledge about medicines," he said. "The vets are obviously not anxious to lose a lot of their income but we believe it's unfair competition. They have got to open it up, even if it is only to require a vet to write a prescription."

There are a lot more medicines that could be available through pharmacies which do not necessarily need a prior diagnosis by the vet, especially if it is for prophylactic use or herd treatment, he added. Likely scenarios include if there is a need to supply medicines to prevent an outbreak of a disease or if there's a possibility of nutritional deficiency.

Mr Odd acknowledged that some products may need to be supplied straight away and should be available immediately in the possession of the vet. But in most instances, whether it is for a pet or food-producing animal, there should be a prescription which could be supplied by the pharmacist.

Answering status quo arguments that there are too few pharmacists with a specific knowledge of veterinary medicine to make POM to P switching worthwhile, Mr Odd suggested that it would only take

limited additional training for community pharmacists to become involved with pet medicines.

There are already several courses, including the Society's own diploma, available to pharmacists. These build on the pharmacist's existing drug knowledge and there are many instances where there are similar medicines given for similar conditions, but for another species. For example, pharmacists treat humans for worms, and pet treatments are similar.

In the vets' corner

When the Independent Review was announced, the *Veterinary Record* commented: "The review of dispensing of POMs will clearly be important for the veterinary profession and the outcome could significantly affect the way veterinary practice develops in the future."

A leader of May 6 calls for a united veterinary voice and says that crucial factors in the distribution of veterinary medicines include:

- that products should be readily available for the treatment of animals when and where they are needed
- that they are used appropriately, safely and effectively
- that their use is properly controlled.

"The current system of medicines distribution on the UK has worked well for many years but, if that is no longer felt to be the case, then a review is timely," it continues. "It would seem important, however, that it is not confined to dispensing by veterinary surgeons. The different prices charged by manufacturers for medicines in different parts of Europe also need to be considered – and the question of illegal imports by farmers still needs to be tackled at source."

Since then, the British Veterinary Association president Eifion Evans said: "Dispensing medicines in all types of veterinary practice is an integral part of the total of veterinary care; it is also an integral part of the overall medicines chain."

"The alternative option to a 'one stop' service in the surgery is to receive a prescription and go to the pharmacist. The extent to which this is beneficial will be considered by the Independent Review Group."

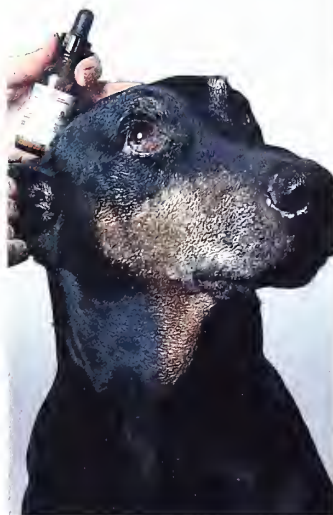
Animal medicines present an interesting dilemma. On the one hand, making them more widely available, particularly through pharmacies, may affect the quality and availability of veterinary care. On the other, pharmacists profess to be the experts in medicines so they should not ignore the veterinary sector.

The review ought really to be in the interests of the (animal) patients, or their representatives. To this end, the inquiry should bear in mind George Orwell's observation: "All

animals are equal, but some animals are more equal than others."

The Independent Review group has asked for vets' views on their pricing structures for services to clients for both farm and companion animals, and the perceived benefits of these systems. It also wants to find out the views of the pharmaceutical profession on the extent to which veterinary POMs are already, or could be, made available from their premises and the potential impact this has, or could have on price availability of such products.

Further, the views of farmers and owners of companion animals are also being sought. There is still time to contribute: evidence should be submitted by October 6. Submissions may be made by e-mail to ird@rmd.maff.gov.uk or to The Independent Review of Dispensing, c/o the Veterinary Medicines Directorate, Woodham Lane, New Haw, Addlestone, Surrey KT15 3LS.



Veterinary Pharmacists Group weekend

The Royal Pharmaceutical Society's Veterinary Pharmacists Group is holding its weekend conference on October 14-15 in Edinburgh.

The weekend includes a visit to the Moredun Research Institute on the Saturday afternoon and a programme on the Sunday embracing the 'Independent review of dispensing by veterinary surgeons'. Speakers will include representatives of the British Veterinary Association, Veterinary Medicines Directorate, and the National Office of Animal Health.

Further information is available from Liz Griffiths, secretary to the VPG at the RPSGB, 1 Lambeth High Street, London SE1 7 JN. Tel: 0207 735 9141 or e-mail lgriffiths@rpsgb.org.uk

Animal House

Britain is famed as a nation of pet lovers and many households can bear testament to the companionship of cats and dogs, as well as more exotic animals!



No matter how much a part of the day-to-day family life a pet is, it's a fact that cross-infection between humans and animals can ruin the happiest relationship. About half of all cats and dogs are known to carry the bacterium campylobacter, one of the most common causes of food poisoning in the country.

As they tend to carry it in their coats, paws and tongues, hygiene in the home is of the utmost importance.

Dettol provides pet owners with a simple, yet effective solution. Dettol Liquid (contains Chloroxylenol), is effective against germs such as *E. coli*, campylobacter, listeria and candida and can be used to disinfect food bowls, cages, baskets, rugs, litter trays, toys, brushes and combs to help prevent the spread of germs.

Although Dettol keeps owners safe from bacteria it can be harmful to animals, especially cats, so make sure your customers are aware of the importance of thoroughly rinsing any pet accessories cleaned with Dettol Liquid and of storing cleaning products away from pets.

Dettol's antibacterial moisturising handwash, in either Fresh fragrance or Marine for sensitive skin, or even Dettol Bar Soap will help to keep hands hygienically clean after touching pets or their accessories.

Customer Support:

For a supply of Dettol/Dettol consumer leaflets call, 0500 455456



ABBREVIATED ESSENTIAL INFORMATION FOR DETTOL LIQUID Active Ingredients: Chloroxylenol BP 4.8% w/v. Contains isopropyl alcohol. Indications: Medical – for cuts, bites, abrasions and insect stings. Personal hygiene – for dandruff, and spots and pimples. Supply Classification: General Sales List.

Voting in RPSGB elections is now a minority sport;
Malcolm E Brown examines possible causes and cures

Lambeth and Lettuce

The number of pharmacists voting in council elections has fallen to below 20 per cent and fewer branches are represented at the branch delegates meetings. The following aims to explore possible explanations and asks whether the low turnout matters.

Broad changes in patterns of human behaviour don't happen without causes. In an endeavour to find why an ever-smaller number of the profession is actively involved in the Royal Pharmaceutical Society, I interviewed several pharmacists and looked at their responses from a sociological viewpoint.

From their replies, it seems that four aspects had changed: degree of apathy, valuation of the Royal Pharmaceutical Society, demography and the balance between work and leisure. I will consider each in turn.

Apathy manifests itself in various forms.

"I don't understand the voting system. I leave it to others who do," said one pharmacist.

The 'single transferable vote' system, used since 1976 can be difficult to understand. Alternative voting systems are available and changing to one of these might increase voter participation.

"I leave voting to those who have studied the politics more," commented one interviewee. "I don't know any of the candidates personally," said another.

These potential voters seemed to feel that they weren't sufficiently involved to form an opinion. Unfortunately, personal contact has become less likely. The number of pharmacists on our Council has remained constant since 1843, but the number of pharmacists has increased. Each council member now has to communicate with about 90 per cent more pharmacists than a council member in, say, 1937. Perhaps, existing council members who are standing for re-election should make more effort to travel round the branches.

Another interviewee said: "I only voted for one: a female locum. That was because she was like me and



would understand what it was like."

Some voters, like her, may choose candidates from similar backgrounds or from their own sectors of the profession. Proprietor pharmacists will, perhaps, opt for other proprietor pharmacists, while pharmacists employed by chains such as Boots, Lloydspharmacy, Moss, Safeway and Tesco may feel that candidates from their respective companies are best placed to represent their interests. This would explain why industrial pharmacists, who represent a small proportion of the profession, are seldom elected. Equally, some pharmacists may be deterred from voting because they cannot identify with the candidates: they are not seen as pertinent to the concerns of ordinary members.

I now turn to the valuation, by ordinary members, of the Royal

Pharmaceutical society and show how this ties in with that perceived pertinence. Individuals align with organisations such as the Royal Pharmaceutical Society if they are seen as influential and able to enhance that individual's status. Initially, the Society only drew its membership from proprietor pharmacists, and these still tend to perceive the Society as the most important organisation for the profession. Pharmacists working for chains, such as Boots, etc, may see their employer as more powerful than the Society, as a commercial organisation can fund training and help individuals progress in their careers. The portion of employed pharmacists continues to grow, while that of proprietors, who are more likely to vote, is falling.

Even proprietors can be unhappy

with the Society. One proprietor interviewee said: "The Society are just puppets in the hand of government. Remuneration has dropped through the floor. Pharmacists have lost power. Pharmacists are not treated with respect."

The Society is blamed for falling remuneration, although it is legally debarred from involvement in pay negotiations. However, the Society is also blamed for low status, which is its direct concern – and status and income are connected. A high income, with conspicuous expenditure, often defines the way our status is perceived by others.

Criticism such as this is to be expected: friction between the "ruled" and "rulers" is a normal part of social interactions.

Demographic change is the next major factor. There have been changes in the composition of the Pharmacists' Register, with an increasing number of graduates, ethnic minorities and women. These changes may, or may not, be connected with a fall in the number of members who are active voters.

The number of younger people in the profession has also grown and younger people are known to be less likely to vote. One interviewee pharmacist, registered for three years, acknowledged this, saying: "People my age don't seem to have an interest in keeping things like the Society running."

What of the balance between work and leisure? Comments on this aspect included the following:

"With a five and a half day week, people have had pharmacy up to the eyebrows. After hours, pharmacists want nothing further to do with pharmacy."

One interviewee also noted that it is now difficult for hospital pharmacists to get time off for branch representatives' meetings and, similarly, community pharmacists cannot not find locums. Working hours have become longer in recent years and the pace of work is faster.

Leisure activities are another aspect which needs to be considered. One interviewee noted that CPPE

Continued on P28 →



Stand by for a stunning market entry.

There has been a growing amount of public interest in the health benefits of lycopene as a potential source of antioxidants. Lycopene is found in a variety of fruits and vegetables, but most of the lycopene in our diet comes from tomatoes.

Now, with the UK launch of Lyc-O-Mato®, consumers will be able to get the benefit of adding lycopene to their diet in a convenient high potency 15mg capsule – equivalent to 6 large tomatoes.

Lyc-O-Mato® is being launched with a major publicity campaign, and retail outlets can look forward to strong sales.

Ingredients

Active ingredient 15mg natural non-genetically modified Tomato Lycopene.

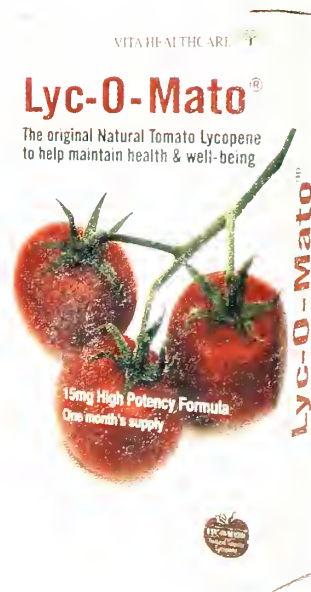
Lyc-O-Mato® does not contain any artificial colours, flavours, preservatives, sugar, yeast, wheat, salt, corn or dairy products.

Pip 272 4433

Available from Unichem, AAH or direct from Vita Healthcare.

Sole importer

Vita Healthcare Ltd, Palladium House,
1-4 Argyll Street, London W1V 2LD.
Telephone 020 7328 9797



→Continued from P26

meetings seemed well-attended. If time outside the pharmacy is occupied by CPPE or similar meetings, pharmacists may be too exhausted to attend district branch meetings that elect individuals to attend the branch delegates' meeting. Of course, opportunities and expectations have changed over the decades and their connection with whether individuals vote and so on is unclear.

These opinions cited above are valid viewpoints from practising pharmacists. However, they only represent a small sample; in-depth research would be needed for a complete picture of the reasons for the decline in voting. This is unlikely to be a priority for existing council members; they have been elected by a specific minority of voters and changes in the voter base could affect them.

Does it matter that fewer people are using their democratic right to vote? If you do not use your vote, you arguably forfeit the moral right to criticise the council's actions.

By casting your vote, you are acting as a kind of gardener. This is an established sociological metaphor. In it, society is viewed as astronomically large, complex and diverse and possessing a stupendous range of possibilities – but societies limit themselves to a range acceptable by custom. They achieve that by becoming gardeners. Gardeners nurture some plants but weed out others; gardeners encourage lettuce but uproot dandelions, for example; that demands ongoing effort. Similarly, humans cultivate their culture.

As pharmacists, we possess our very own culture, identified by symbols such as mortars and pestles and the title of "pharmacist". However, maintaining that culture demands continuing vigilance. The desired crops of "proper pharmacists" must be nurtured, but weeds must not be allowed to take root. Undesirable "outsiders"; "bogus pharmacists", such as dispensing doctors, grocers or pharmacy technicians, must be discouraged, if they attempt to usurp the role of "proper pharmacists". "True" and "false" pharmacists share some characteristics, so the gardening, led by the council, is not easy. Over generations, such strategies have helped construct pharmacy, as we know it today.

Another apt metaphor is that of a hologram (Barnes 1993). In a hologram, each part is a complete, but less detailed, part of the whole. Applying this to pharmacy, individual pharmacists are the Royal Pharmaceutical Society written small, while the Royal Pharmaceutical Society comprises individual pharmacists written large. Each

pharmacist is a complete, but less detailed, splinter of that Society. The microcosm, the individual, is influenced by the macrocosm that is the Society. During elections, and branch representatives' meetings, however, the individual, or microcosm, briefly possesses the power to change the macrocosm. The splinter becomes a "gardener", "free" to change the characteristics of the whole Royal Pharmaceutical Society!

When the Royal Pharmaceutical Society was first created, it was one of earliest "political" democratic institutions in British society. There is a viewpoint that specific political systems have particular balances between three values: liberty, equality and fraternity. Applying liberty to pharmacy, were RPM on medicines lost, what flamboyance in advertising should you tolerate in your pharmacy? Concerning equality, what should be the attitude of the increasing portion of pharmacists holding masters degrees to those only holding bachelor, or diploma, qualifications? Concerning fraternity, no one wants "under performing pharmacists" – but who should judge – and who should be judged?

All this might be considered introspective and self-indulgent. However, I would argue that voting and participating in the democratic process does matter. Passively accepting decisions made by other people can have serious consequences. A well-known series of psychological experiments by Professor Elijah Millgram, now associate professor of philosophy at the University of Utah, US, demonstrated that some humans are willing to follow the directions of authority figures, even if these contradict their normal moral code. Prof Millgram demonstrated that a high percentage of those who took part in his experiments and who were told that they were administering painful electric shocks to other volunteers, obeyed orders to continue, even though their 'victims' were apparently screaming with pain.

Generally we are cynical about our politicians and do not bother to vote for them, even though they are making important decisions on our behalf. We only vote when times are troubled and we feel that our choice of candidate really matters, and then our cynicism evaporates.

So, don't wait for your personal pharmaceutical nightmare to happen. Participate in the democratic process and help to make the future you desire become a reality.

Reference

Barnes B. 'Power' in Bellamy R (editor) *Theories and concepts in politics*. An introduction. Manchester: Manchester University Press, 1993:214.

Pharmacy finance

I have read with grave concern your recent article (C&D August 5, p23) and the advertisements launching the services of Pharmacy Partners, which purport to solve financial uncertainty resulting from NHS reimbursement.

I believe these may be misleading, especially for the less financially aware contractors. It is important to consider all factors within such a scheme, not simply the benefits.

The real cost when compared on a like-for-like situation is of the utmost importance. Pharmacy Partners appear to dislike the word 'interest', and prefer to say 'charge of 2 per cent on all NHS sales'.

I estimate that the annual charge, or interest, is between 14 and 15 per cent. This compares with an overdraft rate of slightly more than 7 per cent and loans of even less. A charge at this level appears excessive and I would have expected you to highlight such a cost.

It has always been my understanding that finance for equipment or long-term assets should be with lower cost, long-term funding. Recent advertisements imply that this high price funding should be used for such acquisitions and suggest that contractors have 'saved on interest charges' as a result. This really is bad advice.

Pharmacy Partners claim to release the cash caught up in the payment cycle. They do not, however, emphasise the amount that a contractor would have to borrow to meet the shortfall in funds from the NHS, were they to dispense with the service.

My concerns are not simply founded on the negative impact on the individual contractor. With the number of pharmacies being targeted by Pharmacy Partners I am deeply concerned about the impact if this process were to be successful.

When the Prescription Pricing Authority starts to pay contractors from live data, a successful Pharmacy Partners scheme may set a dangerous precedent which will affect all contractors. The success of such a scheme will allow the Government to question whether the current level of reimbursement is not, in fact, too generous and present the perfect opportunity for all payments to be reduced by 2 per cent.

It is important that you warn all contractors of these potentially negative effects upon their businesses. The focus should be upon promoting beneficial services which will support and develop the profession over the long term, and not potentially lead to the further erosion of our profit margins.

A Gush

Brackla, Bridgend

Mary Greene, sales and marketing director for Pharmacy Partners.

responds: "I am pleased to have the chance to clarify the misconceptions surrounding our service raised by Mr Gush. As Pharmacy Partners offers a new and innovative service, comprising both business and financial services, it is understandable that initial misunderstandings will arise.

"Firstly, the basis of our service is the acceleration of the cash pharmacists have tied up in the NHS payment cycle. This both releases the backlog of cash caught up in the payment cycle (£71,000 if NHS turnover is £500,000) and provides on-going daily cash release so that the pharmacist no longer needs to find cash to fund the increases in the amount owed by the NHS as turnover grows.

"By offering pharmacists the opportunity to convert to a cash business they can operate in a similar way to other retailers to maximise profit margins and maintain control of their businesses.

"In addition, we provide unique NHS payment reconciliation and business analysis reports – thereby helping pharmacists to monitor trends in their business, save on accounting costs, improve decision making and so increase profits.

"The cash cost of our discount fee, which is typically 2 per cent of payments made depending on NHS volume, should be comfortably exceeded by the returns generated on the initial cash release, by eliminating the need to fund increases in the amount owed by the NHS and through better use of information.

"We do not supply loans, so comparative calculations made on that basis are misleading. There are no repayment requirements, no minimum term, no need to pledge business and personal assets to secure repayment, no buying obligations, no exit penalties, and the service can be terminated at any time with 30 days notice. Upon withdrawal from the service a pharmacist reverts to his or her previous situation without any penalty.

"Our service has nothing to do with affecting the level of reimbursement. It does, however, have everything to do with accelerating that reimbursement. The timing of the NHS's reimbursement is set by statute, and Pharmacy Partners service, rather like a merchant credit card, accelerates that reimbursement so that the pharmacist receives the funds in 48 hours.

"We ask anyone evaluating our proposition to study all aspects of the service, and where appropriate to take independent advice to ensure that it meets the needs of their particular circumstances. We are encouraged by the number and diversity of pharmacists who have evaluated our proposition and concluded that it offers them worthwhile benefits."

The easy way

to train your medicine sales assistants

CAMBRIDGE COUNTERPART

Why pay more?

Cambridge Counterpart is:

flexible
affordable
easy to join
easy to use

You could pay more
than double for other
courses
and remember,
Cambridge Counterpart
offers
instant results on the phone

All assistants must now be trained
to Royal Pharmaceutical standards

Are all your employees trained?
What about new, part-time and
Saturday staff?

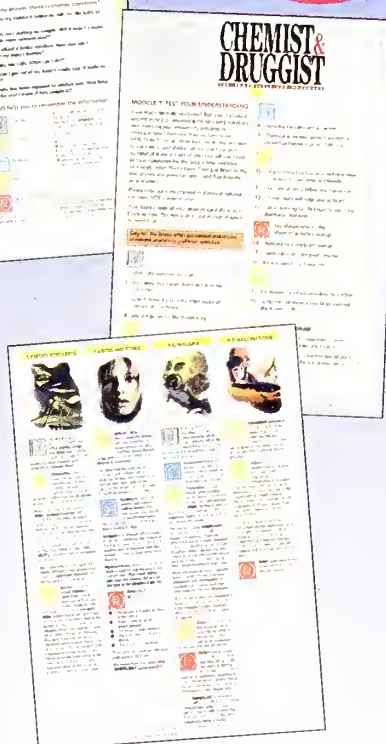
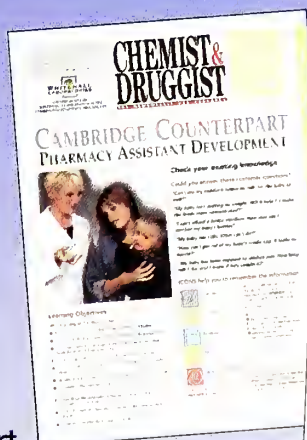
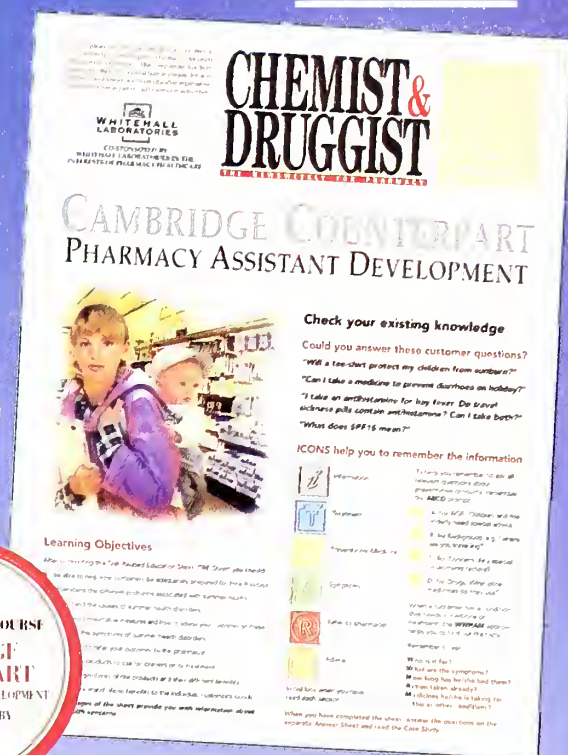
Cambridge Counterpart is recognised by the
Society and accredited through the
College of Pharmacy Practice

Fill in the form now to get a complete set of training modules, questions
and a briefing pack for just £17.63 (inc VAT). Each pack covers up to
four assistants.

Each assistant must be registered for telephone marking and CPP
certificate at a cost per person of just £29.38 (inc VAT).
List each candidate by first and last name

CHEMIST & DRUGGIST

WHITEHALL



Pharmacist

Pharmacy

Address

Post Code

Telephone

Fax

Name £

Name £

Name £

Name £

Name £

Sub total £

Please include () complete
sets of counterpart modules
1-14 at £17.63 each (inc VAT) £

Total £

Make cheques payable to
United Business Media and send to
Mary Prebble, Pharmacy Editorial
Projects, Chemist & Druggist, United
Business Media, Sovereign Way,
Tonbridge TN9 1RW

For further information contact Mary Prebble on 01732 377269

EU ready to look at profit margins in drug distribution

Both community pharmacies and pharmaceutical wholesalers need to shout about the quality of the services and the cost-effectiveness which the two sectors can provide, said Jeff Harris, Alliance UniChem's chief executive.

"In my judgement, an integrated distribution strategy wholesale and retail is the best way to maintain growth in sales and profits in these very tough healthcare markets," he said. But he asked why UniChem and pharmacy in general were failing to get across that they can add real value by the services they provide.

He warned that an EU Economic and Social Committee report is recommending that a fresh look should be taken at the current systems for establishing profit margins in drug distribution. It suggests that pricing systems should be linked to the value added to the service offered by the wholesaler or pharmacist to the pharmaceutical system.

"There is no doubt that our margin structures in Europe will have to be justified in order to be maintained," he said. "But I believe we have strong and clear defences to these challenges. What we need to do is make our arguments heard."

While Mr Harris said there would be no let up in the expansion of UniChem, the company will still concentrate on its core areas of wholesaling, retail pharmacy and pre-wholesaling. "There is still a lot of work to be done to complete our coverage in Europe before we start to look at wider markets," he explained.

It is unlikely that legislation will be introduced by either national or European governments to liberalise the group ownership of retail pharmacy, with the most important markets of Germany, France and Spain likely to keep to the rule of one pharmacist, one pharmacy. However, Mr Harris told his audience: "Our business strategy is to own retail pharmacies where this is permitted." The secret to the success of



Jeff Harris, UniChem's chief executive

UniChem's European pharmacies is in not trying to impose UK large-store pharmacy practice on these markets but to understand and improve on the retail formats which the local consumers want.

"The real opportunity in European pharmacy, just like British pharmacy, is to offer excellence in supply of medicines to the patient and the consumer. That is pharmacy's unique selling point, rather than trying to compete head on with the grocers in selling beauty products, although the latter can deliver supplementary profits," he added.

Since UniChem's flotation in 1990, it has delivered a compound annual earnings per share growth of greater than 10 per cent, and this is now being recognised in its share price, said Mr Harris. Stock markets are losing their keenness for internet companies and are instead starting to appreciate again the old-economy companies like Alliance UniChem. He pointed out that for those people who held 500 £1 shares in the UniChem co-operative in 1990, and who had reinvested dividends and taken up Rights Issues, their holding would be just short of £100,000 today.

In that time there has been a massive consolidation among wholesalers, which has meant a lot of

The UniChem annual convention opened in Puerto Rico this week, with Jeff Harris, Alliance UniChem's chief executive, giving a European perspective to the threats and opportunities facing wholesalers and pharmacists

regional quality and diversity has gone. "But also gone are some of the worst pharmaceutical warehouses in Britain, not fit to store coal, leave alone medicines."

Further consolidation of the European wholesaling market is also taking place. And although it only really began about five years ago, it will be largely complete within two years, he predicted. "I want to see us continue to build on the coverage of our wholesaling businesses so that we offer our excellent wholesale service to more

pharmacies in Europe. I am not really concerned about being number one or two in size; we are already one of the world's largest 500 companies. What matters is being the number one for customer satisfaction, since only then will financial success follow." And while purely internet-based companies may not be as successful as first thought, "more and more commentators are sharing our view: that the future of pharmacy will combine convenient local bricks and mortar pharmacies with web-enabled systems".

PGDs move EHC supply schemes forward

Pharmacist involvement in EHC patient group directions has moved pharmacy forward by meeting the needs of an important client group.

In Manchester Health Action Zone, where the first EHC supplies made by community pharmacists under protocol started at the end of 1999, "the credibility of pharmacy with the HAZ and other health professionals has skyrocketed, because they delivered a high-quality service on time", said Nicola Gray, research fellow at London School of Pharmacy and RPSGB Council member.

Outlining the introduction of the scheme, Dr Gray said that it is a method of extending supply, with the main aim in Manchester being to address the problem of pregnancy among young women and teenagers.

Some 100 pharmacists are now accredited for the scheme in the Manchester area, with accreditation being one of the requirements of the PGD, which sets out a list of inclusion and exclusion criteria for patients.

Between December 24, 1999, and



Nicola Gray

the end of August, over 4,000 women have used the service. Pharmacists spend on average about 12 minutes working through the PG, and are paid £10 a consultation. Although the scheme is intended to reduce teenage pregnancy, it is open to women of all ages. The largest group of users is women between 20 and 29 years, but, there is an increasing number of girls under 16. Key reasons for seeking EHC include failure of other contraceptives, but the main reason is because women have had unprotected sex.

The pharmacist's role in sexual health

Pharmacists have an important role in tackling teenage pregnancy, sexually-transmitted infections and sexual-health promotion, delegates heard.

The increasing availability of emergency hormonal contraception, whether by patient group directions or by deregulation to Pharmacy medicines status, raised many issues, said Nick England, managing director of Pharmacy Alliance. These will need careful consideration to ensure that the public is clearly educated and supported to prevent further increases in STIs. But patient fears about confidentiality and privacy may also limit use of EHC services within pharmacies, he warned.

Referring to the application for levonorgestrel to be switched from Prescription Only to P status, Mr England said that it is believed the application will be reclassification for women aged 16 years and over. "The question, therefore, arises as to whether EHC should be governed by the same criteria as other non-prescription medicines, rather than subject to judgements in line with the legal age of consent," he said.

Currently, under patient group directions, decisions to supply are based on the ability of the client to understand the treatment being offered and upon their having sufficient discretion to be able to make a wise choice in their best interest. "[But] if the proposal is implemented as written, pharmacists supplying to those under 16 years will

commit a criminal offence," he warned. "A due diligence defence is needed to protect pharmacists from being criminally liable for an offence arising from care based on misleading information provided by the client."

Another problem lies with pharmacists being able to enact the conscience clause of the Code of Ethics under moral or religious objections. "The growing number of pharmacies being run under locum management may confuse patients as EHC may or may not be available on a particular day." The role of the pharmacist in the supply of EHC is undoubtedly important in the context of Crown Report recommendations on pharmacist prescribing, he added.



How the shopfloor voted

An interactive session using electronic vote casters tested the views of delegates on availability of EHC.

Among the pharmacists present, 86 per cent said they would sell or supply EHC without a prescription from their pharmacy. Of these, 69 per cent would prefer to supply under patient group directions, with the remainder opting for it to be available as a P medicine.

RPSGB president, Christine Glover, said that the Society's view is that it wants to make EHC available to any women who wants it. The preferred route is PGD, "but we cannot rule out the pharmacy medicine option as that would be a disincentive. We also want to ensure that people who cannot afford it can get it free."

There was strong support from all delegates that women under the age of 16 should be able to obtain EHC from community pharmacies, with 46 per cent strongly agreeing and another 33 per cent tending to agree. Fifty-nine per cent supported the view that EHC should be available free on request. When asked whether women should be able to obtain EHC for future use, only 42 per cent of men agreed, while 58 per cent of women said yes. Arguments against were that EHC should be for emergency use only and that having EHC as a precaution was premeditated, not an emergency. However, Mrs Glover countered this saying that women may want to have EHC immediately to hand, for example, if a condom breaks.

Asked if the sale of EHC should be allowed to men, only a quarter supported this.

The best-priced generics and PIs in the country at your fingertips.

NOW
WITH EVEN MORE
GENERICS & PIs



Now you can search the whole of the UK for the best prices in generics and PIs, with just a click.

Just type in the drugs you're looking for, and PharmacyBargains.com will scan its database and tell you what the cheapest deals are. Click to buy and an order will be automatically transmitted to the supplier. It's that simple.

PharmacyBargains.com is the marketplace for manufacturers and suppliers looking to offer the most competitively-priced generics and PIs, and pharmacies looking for the best deal they can get. We'll also tell you if you're close to a price break to get an even better deal.

With NHS margins as tight as they are, this is the place to restore some profitability. Register now and you could be saving right away.

Our suppliers now include: Generics (UK) Ltd., Norton Healthcare, Dominion pharma, Pharmacia & Upjohn, DDSA, Stevenden Healthcare, Futuna Ltd., Stephar European Pharmaceutical Wholesalers & Waymade Healthcare Plc. Click onto www.PharmacyBargains.com or phone 0800 169 4929..

PharmacyBargains.com

Shire sued over ADHD drug

Shire Pharmaceuticals is being sued by the family of Ryan Ehliis of North Dakota, after a jury acquitted him of murdering his five-week-old daughter, Tyra.

Shire Pharmaceuticals is the manufacturer of Adderrall, which is a combination of four different amphetamine salts and is used to treat attention deficit hyperactivity disorder (ADHD).

The case collapsed after psychiatrists testified that taking the drug had caused Mr Ehliis to experience delusions and hallucinations. He reportedly believed that he had been instructed by God to send his daughter to heaven.

A spokeswoman for Shire Pharmaceuticals said that the company was deeply saddened by the incident, but she added: "Adderrall has around 12m prescriptions to date with very few reported incidences regarding adverse effects."

She also pointed out that it was accepted in medical circles that psychotic episodes were not normally triggered by just one drug. The company said it had no plans to apply for a UK licence.

Scotia shares fall as US licence is denied

Shares in Scotia Pharmaceuticals nearly halved in value after the company was refused US approval for its head and neck cancer drug, Foscan.

The Food and Drug Administration (FDA) said the drug was 'not approvable at this time'. Following the news, Scotia shares closed down 75.5p or 61 per cent at a record low of 47.5p.

The drug was expected to get the all-clear by the FDA after Scotia had spent ten years and £47m on developing Foscan.

Scotia's chief executive, Robert Dow, said he did not yet know why the FDA had blocked Foscan and has requested urgent talks with the authority.

Private-Rx launches post-Hunt survey

Private-Rx, the information network for pharmacists, is preparing to gauge pharmacists' response to the announcements made by health minister Lord Hunt at this year's British Pharmaceutical Conference.

The on-line survey asks pharmacists to rate the priority they would attach to the programme initiatives mentioned in 'Pharmacy in the Future - Implementing the NHS Plan' document.

An Ad-Vantageous concept?

AAH Pharmaceuticals has launched its first Vantage concept store in Tetterhall in the West Midlands.

Getting rid of barriers was one of the main objectives for the £50,000 refurbishment of Tetterhall Wood pharmacy, according to the wholesaler, with the cost being split between AAH and the pharmacy owner.

The major difference the introduction of the concept has made to the pharmacist at Tetterhall Wood, Jeremy Southall, is the open display of P-medicines behind plexi-glass shutters. Other features are more familiar. The counter is now a small serving and till point, and the dispensary is more prominent, making the pharmacist more accessible.

Clear signage above the units and improved category management is intended to give the pharmacy a more professional focus and make navigating the store easier for customers.

Summing up the difference the concept has made in his pharmacy, Mr Southall said: "It was all about taking out some of the clutter and things that should not be in a pharmacy in the

first place. It is really about bringing pharmacy into the right millennium."

A separate wound care category has been introduced, differentiating it from the first aid ranges. An aromatherapy category has also been added.

Continental-style drawers have found their way into the dispensary making it look a lot tidier. According to Mr Southall, they hold a lot more stock than shelves as well as promoting a more professional image.

The stockroom has disappeared from the premises altogether. As Mr Southall explains: "All the stock we carry should be out in the shop and the idea is



Awards deadlines on the horizon

The deadlines for two industry awards are coming up in October.

Entries for the AstraZeneca Industrial Achievement Award, which is given for outstanding contributions for the advancement of pharma-

ceutical sciences or services to the pharmaceutical industry, have received before October 18.

The winner will receive a £1000 cheque and reimbursement of expenses for the attendance of the British Pharmaceutical Conference.

Pharmaceutical companies such as Pfizer Ltd, Eli Lilly and Nycomed Amersham have been among previous winners of the 'Queen's Awards for Enterprise'. This year's awards see the introduction of a new category for sustainable development and all entries have to be submitted by October 31.

The other categories are international trade and innovation. Information on how to apply can be obtained on the web site at www.queensawards.org.uk

that we use AAH as our stockroom."

The pharmacy offers a wide range of testing services, such as allergy identification, glycated haemoglobin tests, brittle-bone assessment and urinary tract infection tests. Specialist days on issues such as diabetes or baby care will be held on a regular basis.

AAH's new concept is not unlike the new-look pharmacies introduced by Lloydspharmacy and Boots The Chemists.

For Ian Bray, AAH's marketing manager, it is not so much a question of competing with other chains, as of coming up with a store that is right for the local community. As he explains, demographic data have been taken into account and the concept will be adapted specifically to the needs of a pharmacy's area and customer base.

Asked how the concept fits in with AAH's Vantage refresh stores, he said: "This is basically how we would want every refresh store to look." AAH says it is not looking to recoup its investment and is looking for more partners for pilots in a city centre and a rural area.

IN BRIEF

Discount on pharmacy conference

IBC UK Conferences is offering healthcare delegates discounts of up to £125 for its Modern Pharmacy Services conference, which takes place on October 19 at The Strand Palace Hotel, London. The scheduled speeches range from how negligence/liability law affects pharmacists to clinical governance and electronic prescribing. For more information, call Elizabeth Adele: 020 7453 5492.

Glaxo launches B2B web site

Glaxo Wellcome has launched a new B2B web site, initially aimed at wholesale and retail customers in the US. www.gw-tradecustomer.com, which was developed in conjunction with e-business company Digital Island, allows online ordering, accessing account information and Glaxo Wellcome trade information. The company says that this development is the start of a global advance on the internet and that the web site is set to target customers globally and particularly in Europe.

Tatfords MD resigns

Malcolm Guthrie has resigned as managing director of Portsmouth-based wholesaler Tatfords, citing personal reasons. Martin Young has assumed the post of acting managing director with immediate effect.

Boots lays a plastic Egg

The combined Boots Advantage and credit card, which the company has been developing in conjunction with financial service provider Egg, has

finally gone live this week.

The card features a smart chip and is designed to manage the retailers loyalty scheme as well as credit-card payments for Europay, Mastercard and Visa (EMV) simultaneously. By linking the card to the VISA payment system it can be accepted at locations worldwide.

According to Boots the idea behind the scheme is to extend the Boots brand beyond the company's 1400 pharmacies and 2300 opticians in the UK.

Applications for the scheme can be received via post or the internet at www.bootsadvantage.com



Superdrug heads for a beauty contest

Superdrug opened its first health and beauty specialist store in Bristol on September 29.

The company says the new store represents a radical move away from the traditional medicines and basic toiletries in favour of holistic and pampering beauty and well-being treatments.

The 'Superdrug Beauty' store features three nailbars and will stock Cariatad and Nelson & Russell aromatherapy ranges, as well as Bach rescue Remedies for the first time.

In another first, premium skincare products from Clarin, Clinique, ROC

and Lancome will be displayed on specially-built wall units ensuring real brand-stand out.

Extravagant bath-time ranges include Hot Chocolate Bath Salts, Yoghurt Body Lotion, Popcorn Bath Bombs and Jam Jar Bubble Bath.

Jo O'Connor, Superdrug's marketing director, said: "The whole store has been developed with a softer, more feminine emphasis. It is a radical move away from our existing store look and Cribbs Causeway (the store's location in Bristol) has proved the perfect environment for us to pilot the launch."

How pharmacists see the sites

Around a third of pharmacists questioned in an AAH Pharmaceuticals survey would like to see pharmaceutical sites on the internet to be accredited by the Royal Pharmaceutical Society (RPSGB) or the National Pharmaceutical Association (NPA).

The survey, carried out among 100 Vantage pharmacists, showed that 29 per cent felt they would be more willing to purchase on-line if one of these organisations accredited the site. Lack of time and expertise as well as better security were the predominant reasons given for refusing to buy on-line.

The NPA's business services manager, Trefor Williams, said that as far as business-to-business sites were concerned the NPA did not see itself as having a role in accrediting such sites at present. He also pointed out that the NPA would find it quite difficult to ensure the quality of such sites.

He added that the NPA was more likely to regulate consumer sites and that, in terms of pharmaceutical information, he believed that NPAnet would prove most useful.

The vast majority of pharmacists (80 per cent) believe that information technology has had a positive impact

on their business with half already buying via the internet.

Two-thirds of pharmacists surveyed are confident that online-pharmacies will not reduce the number of traditional pharmacies and 26 per cent already have a web site of their own.

Figures released by the Department for Trade and Industry (DTI) showed that small and medium-sized enterprises (SMEs) had beaten the government's target for getting online. Around 1.7 million SMEs are now on-line compared with 600,000 last year. The Government's target had been 1.5 million.

COMING EVENTS

OCTOBER 2

East Kent Branch, RPSGB, at the Howfield Manor, Chartham, 7.15pm. 'Hormone Replacement Therapy' by Mr Allenby, consultant gynaecologist, William Harvey Hospital, Ashford.

OCTOBER 3

Bristol Branch, RPSGB, at the BAWA Leisure Centre, Filton, 7.30 for 8.00pm. 'NHS Direct' by John Dale, NHS Direct project manager.

Northern Scottish Branch, RPSGB, at the Marriott Hotel, Inverness, 7.30pm.

NICPPET, at the Brownlow health centre, Craigavon, 7.30 for 8.00pm.

NICPPET, at the Adair Arms Hotel, Ballymena, 7.30 for 8.00pm.

OCTOBER 4

NICPPET, at the Stormont Hotel, Dundonald, 7-10pm. 'Interprofessional workshop - smoking cessation' by Dr Terry Maguire, director, NICPPET.

OCTOBER 5

Lanarkshire Branch, RPSGB, at the Hilton Hotel, Strathclyde. 'Drugs, death and suicide'.

UK technology firm moves Microsoftly on NHS project

Microsoft has entered into a co-marketing agreement with iSOFT, a small British technology company, aimed at providing healthcare professionals with the latest web-enabled information systems and, eventually, on-line access to patient medication records.

Microsoft will be providing the technical know-how in the form of its .Net technology while iSOFT will develop prototype applications or the healthcare sector. The applications will be aimed at devices such as smart phones and digital interactive TV.

The initial agreement is thought to be for 18 months and a showcase system (iEPR.Net) will be developed in conjunction with Birmingham City Hospital. A roadshow will demonstrate the system to healthcare professionals and patients.



(L-r) Tony Walters will head up the Lloyd's pharmacy UK retail acquisitions and development team following a number of internal promotions. Iqbal Gill has been made UK development manager, while Liam O'Connor takes on the role of financial controller within the team. During 1999, the team oversaw 107 acquisitions, 21 relocations, 21 sell-offs and ten closures

Survey shows which firms are a tonic for their shareholders

Glaxo Wellcome has lost its top position in the league table of high performers for shareholders, a Stern Stewart survey published in the *Sunday Times* revealed. However, the company, currently ranked at number 4, is still ahead of its competitors SmithKline Beecham and AstraZeneca.

Management consultant Stern Stewart has surveyed 200 of Britain's biggest companies in an attempt to assess whether they are giving shareholders value for money. Stern Stewart calculates the difference between the amount of money put into the company (including money raised through share issues) and the current value of its shares. The sum of these two factors is the so-called MVA or market value added.

Glaxo Wellcome, SmithKline Beecham and AstraZeneca all feature

in the top ten, while Boots has tumbled from 23rd to 55th place. United News & Media, which owns the C&D, improved its ranking by 21 points.

Shire Pharmaceuticals is unchanged at 149th position, while Alliance UniChem, the European distributor, wholesaler and retailer of pharmaceuti-

cals drops to 163rd place, down 54 places from last year.

For the first time the survey also calculates future growth values as a percentage of a company's market value (FGV/MV). This provides a clear insight into how much of a company's value is based on expectation of future growth.

Company	Ranking in 2000	Ranking in 1999	MVA In £m	Future growth/Market value
Glaxo Wellcome	4	1	54,465	61%
SmithKline Beecham	7	5	41,239	62%
AstraZeneca	8	9	36,393	41%
Boots	55	23	3,625	18%
Marks & Spencers	58	27	3,333	54%
United News & Media	90	111	1,540	43%
Smith & Nephew	91	86	1,538	43%
Shire Pharmaceuticals	149	149	578	47%
Alliance UniChem	161	103	448	29%
Nycomed Amersham	173	105	369	9%

Classified

Appointments £27.00 P.S.C.C. + VAT minimum 3x1 General classified £18.00 P.S.C.C. + VAT minimum 3x2 Box numbers £15.00 extra. Available on request. Copy date 4pm Tuesday prior to Saturday publication. Cancellation deadline 10am Friday; one week prior to insertion date. All cancellations must be in writing. Contact Matt Goold, Chemist & Druggist (Classified), United Business Media Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW Telephone 01732 377493, Fax: 01732 377179 Internet: <http://www.datpharmacy.co.uk>. All major credit cards accepted



APPOINTMENTS

SALES AND MARKETING MANAGER

Sales and Marketing Manager required to assist Managing Director.

Applicants must have good sales and marketing experience with pharmaceutical suppliers.

Experience in dealing with pharmacists would be an advantage.

Please apply in writing with your qualifications, experience and salary expectations.

Please reply to R. L. Hindocha,
Managing Director
CAMRx Buying Group
54/66 Silver Street, Whitwick,
Leicestershire LE67 5ET

CAMRX
BUYING GROUP

Agents Required Pharmacies and Health Shops

London N, W & E - M4/M40 corridor
N W England N. Wales East Anglia/Herts
Ireland and Scotland

Tremendous potential to develop sales in these areas with exciting product

P O Box 3585 Chemist & Druggist
Sovereign Way Tonbridge Kent TN9 1RW

Do you look at healthcare advertising and think you can do better?

Why not take your skills as a pharmacist into a different area? Logic, psychology and technical knowledge are essential in the making of a good ad. We are looking for a trainee copywriter who combines these qualities with a flair for the English language. If you like the idea, call Rosy Smith at EURO RSCG Healthcare on 020 7379 3991.

★
EURO RSCG HEALTHCARE

TO ADVERTISE IN THIS SECTION

Contact
Matt Goold on
01732 377493

LOCUMS

Pharma-Syd

EMERGENCY LOCUM PHARMACIST



Mr S N BASHFORD

12 Rowan Ave
Beverley
East Yorkshire
HU17 9UN

Tel/Fax: 01482 881891
Mobile: 07946 649366

NEED A LOCUM?

Employers Stop paying expensive agency fees.

We supply locums for only £5 per day booking fee. Your vacancy can also be sent on-line to waiting locums using the largest e-mailing lists in the UK.

All areas. Also view available dates. Many successful bookings.

Locums - simple to join a list.
Visit: www.locumline.co.uk
e-mail:

locumline@globalnet.co.uk
Phone: 07790 649346
Fax: 01923 333231

Vacancy 337, Salisbury. Any week in October/November

EQUIPMENT FOR SALE

PHOTO-PROCESSING FOR SALE

AKS 300. New price £30,000
Quick Sale £18,000
2 months warranty.
All accessories included.
Contact S. R. on
0113 263 8125

Photo-Me

RA135 Imager

Very good condition, 6 years old, includes consumables
£1,500 ono
Tel: 01892 546565

DISPENSER

required for a
Pharmacy in
SOUTH NORWOOD
(London)

Full training given
with top rate of pay.

Contact:
Mr T. Williams
020 8653 2310

BRITTANIA PHARMACY

Qualified dispenser required for pharmacy in Ilford, Essex
Monday-Friday
9am-6pm

Excellent package including staff discount.

Please contact Anne:
020 8590 0700
or Mr J. S. Channa
020 8505 1777 (after 8pm)

CHINGFORD

Positions for a full-time
Dispensing Assistant and
Counter Assistant are
currently available at our
pharmacy in Chingford.

Previous pharmacy
experience preferred.
Contact 020 8529 0696

ACCOUNTANCY SERVICES

Accountants Specialising in Pharmacists

Please take a few seconds to answer the following questions.

Yes No

- ☐ ☐ Is your **top rate of tax 20%**?
- ☐ ☐ Do you receive advice throughout the year on how to reduce your tax bills?
- ☐ ☐ Does your accountant understand your business?
- ☐ ☐ Is your accountant **imaginative** and proactive?
- ☐ ☐ Does your accountant help you to **increase your profits**?
- ☐ ☐ Are your accounts and tax returns prepared **on a timely basis**?
- ☐ ☐ Do you have the option to pay your accountancy fees on a monthly basis to help with your cash flow?

If your answers are mainly no, please call us for more information or a free consultation.

Phone: 020 7433 1513
Hutchings Modi & Co
Accountants & Tax Consultants
www.hutchingsmodi.co.uk

BUSINESS OPPORTUNITIES

FOR SALE COMPANY SUPPLYING THE CHEMIST TRADE

Owners Retiring

**Long established.
Republic of Ireland
Substantial turnover and margins.
Large range of leading medical,
cosmetic and consumer brands.**

**Write in confidence to:
Creely Fleming & Co (Ref: MCH)
Registered Auditors and
Management Consultants,
First National House,
Tallaght Village,
Dublin 24
Ireland**

PRODUCTS AND SERVICES

LEWIS-SIMLER CHARTERED ACCOUNTANTS

We specialise in the Pharmaceutical Industry and are fully computerised. We are therefore able to offer you the following services at very reasonable rates.

**COMPUTERISED BOOK KEEPING
SALES INVOICING
PAYROLL
MANAGEMENT ACCOUNTS
CASH FLOW FORECASTS
VAT RETURNS
CREDIT CONTROL
FINANCIAL ACCOUNTS
SELF ASSESSMENT TAX RETURNS**

Please contact us for Free quotation on:

**Tel: 020 7482 4424 Fax: 020 7482 4623 or
E-mail: nick@eles.co.uk**

BUSINESS WANTED



CHEMIST



We Care

Progressive chain of 60 shops seeks to acquire Pharmacies with turnover of in excess of £400,000 in Southeast England and East Anglia. Freehold purchases. Matter treated in the strictest confidence. For a quick decision contact:

**Day Lewis Group, Bensham House,
324 Bensham Lane, Thornton Heath, Surrey CR7 7EQ
Tel: 0208 689 2255 ext. 221. Mobile 0860 484999. Fax: 0208 689 0076
Email: DayLewis@aol.com**



*How do you unleash **profit power**
within your **business**
and **maximise** results?*

Interested?

*Call Pauline **NOW** on **FREEPHONE***

0800 526074

4 MONTHS FREE TRIAL MEMBERSHIP

**Mr R. L. Hindocha
BPharm.MRPharmS.FInstD.
54/62 Silver Street, Whitwick,
Leicestershire LE67 5ET**

Mashco Plc

Synergy Complex, 4 Dalston Gardens, Stanmore, Middlesex HA7 1BU

BRAUN

BRAD6011PROM

Braun D6 Solo Plaque Remover

RRP £14.99

POR 31%

Net price £8.75



**3 FOR THE PRICE
OF 2 REFILLS**

"Packs of Two
EB 15 B2"



Retail Price
£14.99

Mashco Plc

Tel: 020 8204 2224 Fax: 020 8204 0224

Email: enquiries@mashcoplc.com

Subject to availability



SIGMA PHARMACEUTICALS PLC
PO BOX 233, 1 COLONIAL WAY,
NORTH WATFORD,
HERTS WD2 4EW

NEW GENERIC PRODUCTS AVAILABLE NOW!

DICLOFENAC SUPPOSITORIES 100mg
DISOPYRAMIDE S/R CAPSULES 250mg
CHLORPROPAMIDE TABLETS 100mg
CHLORPROPAMIDE TABLETS 250mg
FAMOTIDINE TABLETS 20mg
FAMOTIDINE TABLETS 40mg
VITAMIN B COMPOUND TABLETS
(Licensed)

GENERIC PRICE PROMISE

In line with new government regulations, our generic prices will always reflect best value as compared to new lower maximum prices. You will never lose out dealing with Sigma.

Remember - we carry a full range of
Generic/P.L.s/Galenical Packed Goods/Surgical Dressings

We offer daily service (twice daily within M25)

TEL: (01923) 444999

FAX: (01923) 444998



"By sourcing throughout the
EC and having carefully
controlled overheads, I can
save you money over other
UK trade photographic
prices.

All my stock has identical or
near identical UK packaging,
indeed over 50% is bought
from official UK distributors.
It is also fresh and has been
correctly stored.

With 23 years of trade
experience I will save you
money on the stock you
want.

Give me a call, fax or email."

JEFF SCOWEN

PHOTOGRAPHIC WHOLESALERS

UNIT 4 HITHER GREEN CLEVEDON BRISTOL BS21 6XT

TEL 01275 87 22 55 FAX 01275 87 22 66

sales@jeffscowen.com

www.jeffscowen.com



PHARMACEUTICALS PLC

Call Now for great offers on our

New Innovative Products

25% Bonus stock if you spend £80 or more

Impressions
£40.85
Pack Size
36

Replicas of
famous brands:
Tommy
Obsession
Chanel No 5
Polo, CK One
Cool Water
and Paco
Rabanne*
*Selection
supplied may
vary

**Impressions
Perfumes
and Colognes**



**Breatheaze
Breath
Freshener
Spray**

Available in
Unique
Flavours:
Cinnamon,
Mint Chocolate,
Wintermint,
Spearmint and
Peppermint*

Breatheaze
£21.81
Pack Size
24

AI Pharmaceuticals PLC.

Unit 3 Bessemer Park Industrial Estate,
250 Milkwood Road, Herne Hill, London SE24 0HG
Freephone: 0500 295329 Fax: 0800 074 1988

PRODUCTS AND SERVICES

Flawless Finish from £8.50 -
Charlie 100ml spr £2.95
www.westlondoncc.co.uk

Faxback: on 0906 7110955 -
Telephone: 08000 286171

Faxback calls are charged at 50p per minute.
397 Acton Lane, Acton W3 8NP

Cerruti edt 30ml spr £9.95

Paris edt 50ml spr £13.95

www.westlondoncc.co.uk

Faxback: on 0906 7110955

Telephone: 08000 286171

Faxback calls are charged at 50p per minute.

397 Acton Lane, Acton W3 8NP

SHOP FITTING

**Perfect
the art
of presen-
tation!**

Germany's largest
mailorder firm for
display materials is
now also

operating in
**Great
Britain**

76 page colour
catalogue full of
ideas and all the
materials needed to
create successful shop
window and point of
sale displays.

Freephone:
☎ 00 80 01 / 9 637 637
FAX 00 80 01 / 9 737 737
www.dekawaerner.de

Free

woerner

Woerner GmbH, P.O.Box 1254
D-74208 Leingarten

WEBSITES

**NCI INTERNET
pharmacies**
**interactive
websites**



Medicine Management

NCI offers the latest interactive website technology.
An all-inclusive package that's a breeze to use. Offering a suite
of modules for Independent Pharmacy to boost your
business and to get your pharmacy onto the internet.

Modules include comprehensive:

- Medicine Management – *managing patient care the easy way*
- Healthcare Information – *updated regularly on current issues*
- E-commerce – *your own e-shop on the net*

Only £250 for NCI members; (non-members £699)

For details call: **020 8746 0546, 020 8746 0402**

or Fax: 020 8746 0402

or email: info@nci-pharma.co.uk

To advertise in this section

Phone Matt Goold direct

on 01732 377493

or fax your ad in on

01732 377179

Business Link

A free service for C&D subscribers

Free entries in 'Business Link' (maximum 30 words) are restricted to community pharmacist subscribers to *Chemist & Druggist*. No trade advertisements will be permitted. Adverts must be submitted on the coupon (right), which must be properly completed, and include an expiry date for products. Acceptance is at the discretion of the Publishers and depends on the space available. Pharmacists should only advertise medicines for sale where the product is discontinued or in short supply. Medicines must be unopened and in original packaging.

**To: Business Link, CHEMIST & DRUGGIST, Sovereign House,
Sovereign Way, Tonbridge, Kent TN9 1RW.**

PLEASE COMPLETE IN BLOCK CAPITALS

Surname

First names

Address

Postcode

Personal RPSGB Registration number

Telephone Number

Proposed advertisement copy (maximum 30 words)

.....
.....
.....
.....
.....

Superb wines, fine cuisine, unspoilt scenery and fun-loving people are just some of the reasons to visit Rioja, says retired pharmacist Ron Scarborough.

"The people of the region have a zest for life. They are so enthusiastic about wine, food and life in general like most Spaniards, but it is especially pronounced in Rioja," he says.

He's spent the last couple of years "working really hard" researching his book 'Rioja and its Wines'. Ron's no stranger to hard work, though, as he used to be a community pharmacist.

Ron began his pharmacy career with Boots. After deciding that he didn't want to be its managing director he toyed with the idea of working abroad before buying his first pharmacy in the 'new town' of Bracknell in 1964.

Ron and his wife Pat, also a pharmacist, ran the business between them. He loved the idea that he was helping people and became very involved with the local community. As people settled into their 'new town' they came to view the pharmacy as a centre of help. "I always used to think I was more like the vicar," says Ron.

In 1970 he and Pat sold the pharmacy in Bracknell and bought a 'superior' pharmacy with adjoining off-licence near Eton College. Reed's of Eton was no 'beer and crisp' merchant. The off-licence dealt with the exclusive end of the wine and spirit trade, delivering to all their account customers, including the College.

Quick learner

At that time Ron knew very little about wine. "I used to be terrified when the 'beaks' - masters from the college - would sweep into the store in their flowing gowns and ask me to recommend something," says Ron.

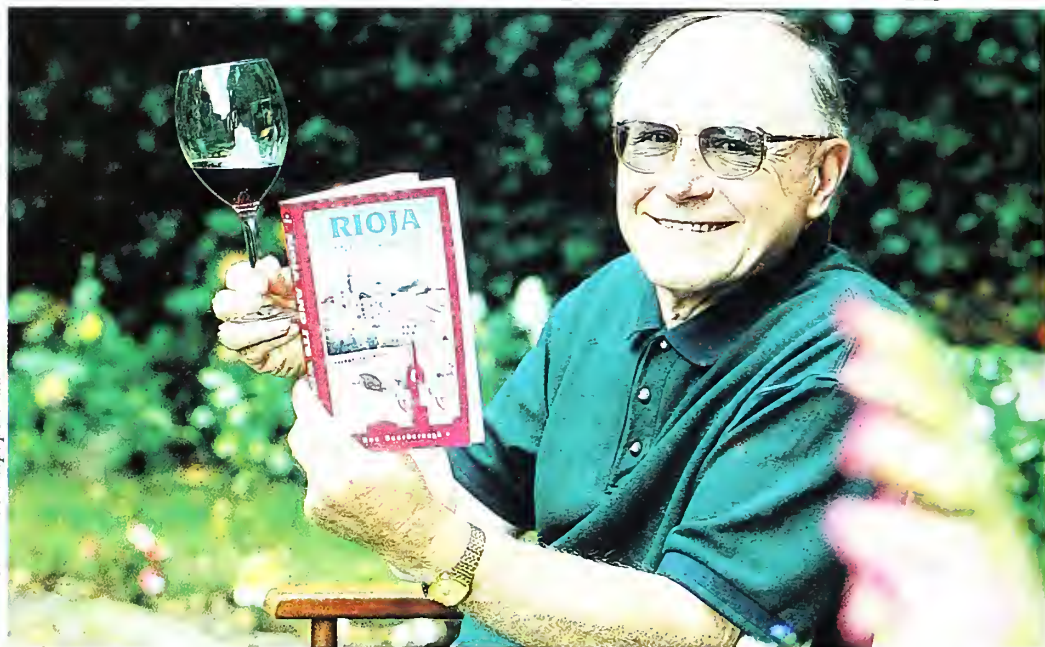
He went on many courses to learn about the wine trade and felt that his pharmacy training helped him to assimilate lots of information.

"There are many enthusiasts in the wine trade and the joy of wine is sharing it with other people who enjoy it, and discussing it."

While Ron concentrated on the off-licence Pat was busy working in the adjoining pharmacy, which had a royal appointment. When prescriptions for the members of the Royal Household had been dispensed Ron would deliver them. He used to take great pleasure in jumping into his Jaguar and delivering items to Frogmore, the Queen Mother's residence, or to Windsor Castle.

Retirement for pharmacist Ron Scarborough includes frequent trips to Spain with days spent visiting warm, sunny vineyards. His love of wine began when he owned a pharmacy with an adjoining off-licence - which has culminated in Ron writing a book on the subject

Ron's top-glass tips



Eastern Counties Newspapers Ltd

Cheers! Ron Scarborough drinks to the success of his wine book about the Rioja region

Ron and Pat sold the businesses in Eton in 1977 and bought another pharmacy in Lowestoft, on the Suffolk coast. This was an opportunity for the family to indulge their passion for sailing.

The couple sold the pharmacy in Lowestoft in 1992 so that they could retire but since then they have been busier than ever. Pat still works as a locum and Ron has been writing his book about wine.

'Rioja and its Wines' was published in May this year. He decided to write it after visiting the region and being frustrated by the lack of information. Although there were many books about wine and Spain there were no English guides to Rioja.

Rioja is a small area in the Basque region of North-East Spain. It has a diverse climate and produces many varieties of wine. It is most famous for its oaky red wines of which the 'Gran Reserva' is the finest example.

Ron and his wife had spent many holidays at their cottage in the south

of France. On one trip they decided to explore further and crossed into Spain arriving at the Rioja region.

Ron was excited at the thought of lots of wine tours and open, welcoming bodegas (wineries). This was not to be the case. Of the hundreds of bodegas in Rioja only six were easily accessible and could be visited without an appointment.

Going to press

Back in France their neighbour at the time was Peter Read, who owns Survival Books, which publishes guides for people living, working and travelling abroad, and he finally persuaded Ron to write his book.

The book is not only about wine but is a complete guide to the region with details of tours, accommodation, restaurants, fiestas and lots of handy wine tips.

The tourist offices in Rioja were delighted that Ron was writing the book. When it was published, earlier this year, his picture appeared in the

local newspaper and completely overshadowed that day's news about the Spanish Prime Minister.

After the book was launched, one lady who had helped Ron with the history and culture of the region rang him to say 'thank you 2000 times'.

As a combination of his two careers 'Rioja and its Wines' includes some health advice: regular moderate drinking is healthier than occasional heavy bouts or even abstinence.

The Tempranillo grape, the main grape used in Riojan reds, is a thick-skinned red grape. These grapes are said to have the most health benefits. "I've drunk so much wine that I'll probably live forever," says Ron.

To avoid hangovers he suggests 'sticking to the grape' rather than mixing spirits, wine and beer.

Ron's future plans don't include working as a pharmacist but he is thinking of writing a book about English wine. "I don't know much about English wine at the moment but I would enjoy the research," he says.

NEW TV

THE BEST SELLING TOPICAL PAINKILLER HAS JUST PUT ON EVEN MORE MUSCLE



ibuprofen

NEW IBULEVE MAXIMUM STRENGTH

For backache, rheumatic and muscular pain, sprains and strains
and pain relief in common arthritic conditions.

IBULEVE Trademark and Product Licence held by Diomed Developments Ltd, Hitchin, Herts, SG4 7QR, UK. Distributed by DDD Ltd, 94 High Street, Watlington, Oxford, OX12 9JL, Herts, WD18 8QZ, UK.
Directions: Lightly apply 2 to 5 cm of gel (50 to 125 mg ibuprofen) to the affected area. Massage gently until absorbed. Wash hands after use. Repeat as required up to three times daily.
Indications: For the relief of backache, rheumatic and muscular pain, sprains and strains. Ibuleve Maximum Strength Gel is also for pain relief in non-serious arthritic conditions.
Contra-indications: Not to be used if allergic to any of the ingredients, or in cases of hypersensitivity to aspirin, ibuprofen or related painkillers (including when taken by mouth), especially where associated with a history of asthma, rhinitis or urticaria. Not to be used on broken or damaged skin. Not to be used during pregnancy or lactation. **Precautions:** Not recommended for children under 12 years without medical advice. If symptoms persist, consult a doctor or pharmacist about continued treatment. Patients with asthma, an active peptic ulcer or a history of kidney problems should consult their doctor before use, as should patients already taking aspirin or other painkillers. Interactions with blood pressure lowering drugs may occur, but is very unlikely. Keep away from the eyes, nose and mouth. Keep all medicines out of the reach of children. **[FOR EXTERNAL USE ONLY.]** Side-effects: In normal use, side-effects are very rare, but may occasionally include mainly allergic or localised skin reactions in susceptible individuals. **Legal Category:** [P] Packs: Tubes of 30 g (PL 0173/0176), RSP £4.95 (£4.21 exc. VAT).



Now you can help reduce crying in colicky babies

Welcome relief for everyone

Cuddle, feed, wind, change, rock. Cuddle, feed, wind, change, rock. You know how distressing it can be for parents trying to relieve their baby's colic. Well now when they've tried everything and nothing seems to work, you can help by recommending SMA LF.*

It's a Lactose-Free feed, specially developed for lactose intolerance. This condition may be associated with colic in some young babies who have problems digesting lactose properly, leading to symptoms such as gas and abdominal discomfort.¹ Studies have shown removal of lactose from feeds can help reduce crying time and colic symptoms.²

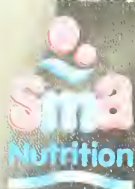
SMA LF is the only whey-based feed without lactose, with a similar taste and nutrient content to infant formula, so parents can be reassured of not upsetting their baby's feeding routine.

Nutritionally complete and suitable for use from birth, SMA LF is available on prescription and over-the-counter so you can recommend.

REFS: 1. Kearney P, Malone A. Editorial Medical Journal, May/June Vol.89: No. 2. Kearney PJ, et al. A trial of lactose management of infant colic. Journal of Nutr and Dietet 1998; 11:281-285.



SPECIAL FEEDS FOR DIFFERENT NEEDS



IMPORTANT NOTICE: THIS PRODUCT MUST BE USED UNDER MEDICAL SUPERVISION. SMA LF is a milk based formula for the dietary management of infants and young children who are intolerant to lactose or sucrose, or who are suffering from diarrhoea caused by temporary lactose intolerance. It is suitable as the sole source of nutrition for infants up to 6 months of age, and in conjunction with solid food, for infants and young children up to eighteen months of age. Professional advice must be followed on the need for and proper use of formulas and on all matters of infant feeding. SMA LF is not suitable for those who are allergic to cow's milk protein, or who suffer from galactosaemia or require a galactose free diet. Breast feeding is best for babies.

SMA Nutrition, Huntercombe Lane South, Taplow, Maidenhead, Berks. SL6 0PH.
Tel: 0845 776 2900.

*SMA and SMA LF are Trade Marks.

Z 730055/07/00

SEPTEMBER 2000

OTC



Colief[®]
Infant Drops

LACTASE ENZYME DROPS

When babies fall ill • Hard to digest? • Period pain and cystitis strategies

Diflucan One.
Thrush nil.

Fast, effective oral treatment of vaginal thrush in one capsule. £12.50

You win.

You win because your customers will thank you for recommending Diflucan™ One. It's the one you recommend because it works; fast, effective one capsule oral treatment.

Even more of your customers will be thanking you soon. Our brand new advertising campaign is about to break in women's magazines. It reflects the cool silver and soothing blue of our equally new pack design.

Thanks to your help and advice, Diflucan One now accounts for almost one in three treatments sold.* With your continued help, everyone will be a winner.



Diflucan One (fluconazole). **Presentation:** Capsule containing 150 mg fluconazole. **Indication and dosage:** Vaginal candidiasis. Adults (16-60 years): one oral capsule. **Contra-indications:** Hypersensitivity; pregnancy; co-administration of terfenadine, cisapride. **Warnings:** Adequate contraception necessary; not recommended whilst breast-feeding. Consult your doctor before taking if you have jaundice, liver, kidney or other chronic illnesses. **Interactions:** Relevance to single-dose use not yet established. Anticoagulants, astemizole, cisapride, cyclosporin, diuretics, oral sulphonylureas, phenytoin, rifabutin, rifampicin, tacrolimus, terfenadine, theophylline, zidovudine. **Side-effects:** Nausea, abdominal discomfort, diarrhoea, headache, rash and rarely anaphylaxis. **Legal category:** ☐ **Package quantity and price:** Pack containing one 150mg capsule, £7.12. **Product licence number and holder:** PL 1906/0017, Pfizer Consumer Healthcare, Wilsom Road, Alton, Hants GU34 2TJ. **Date of preparation:** March 2000.

*IR data April 2000. Thrush Advice Bureau 020 7285 5520. www.thrushadvice.org

Contents



Medicine or supplement?

When is a medicine not a medicine, but a supplement – Zita Thornton investigates

20



Putting period to pain

Consultant pharmacist Mary Allen looks at period pain and how to ease the suffering

23

Cystitis strategies

Mary Allen continues her look at women's health problems with cystitis and how to treat it

26



Hard to digest?

Pharmacist Jeremy Clitherow examines out why digestion may go haywire – and what to do about it

28



Glamour makes a comeback

Rich reds or edgy metallics – Lesley Keen discovers that make-up is back with a vengeance this autumn

32

OTC

OVER THE COUNTER

Volume 13 Number 85

September 2000



Oh baby!

New parents are naturally anxious when their little ones fall ill. Sarah Purcell has the answers

37



I have a complaint!

Training consultant Diane Bailey on how to defuse potentially explosive situations

39

REDUCE THE HOURS OF CRYING



'Colief Infant Drops' represent a revolutionary approach to the problem of infant colic.

Undigested lactose in foods, usually the result of a temporary lactase enzyme deficiency, is broken down by bacterial activity causing temporary digestive discomfort, bloatedness and wind.

This transient lactose intolerance has been shown to be an important factor in some babies with colic.

The active ingredient in 'Colief Infant Drops' is lactase enzyme: when added to baby's usual milk 'Colief' greatly reduces the level of lactose before baby is fed. Studies have shown that the hours of crying may be greatly reduced when babies are fed with milk treated with 'Colief'.

'Colief Infant Drops' are now available from pharmacy wholesalers* throughout the U.K.

*PIP Code 2668721. For further information contact the UK distributor for Colief: Britannia Health Products, 41-51 Brighton Rd, Redhill, Surrey RH1 6YS. Tel: 01737 773711 Fax: 01737 779544 E-mail: chris.drew@forumgroup.co.uk

Colief®

Infant Drops

LACTASE ENZYME DROPS

News

The Editor writes...

The pharmacy looks like being an even busier place in the next few years if proposals outlined by health minister Lord Hunt all take place as planned.

The NHS Programme for Pharmacy, which the minister unveiled at the British Pharmacy Conference earlier this month, described a much expanded role for pharmacists – and that is bound to mean greater responsibility for support staff such as pharmacy assistants. For more about the plan, see right.

In the meantime, there's plenty to keep you interested, informed and amused in this issue of *OTC*.

We have chosen our *OTC/Miners model* competition winner. With a record number of entries, it was no easy task for the judges, but we think that Gayle Dolman is a worthy winner and will be a lovely *OTC* covergirl. More details of the competition – and the rest of the results – on page 19.

A recent survey has shown that the public would like herbal medicines to be more easily available from pharmacies and 64 per cent would buy herbal medicines if they could find out more about the products in the pharmacy.

We have linked up with BR Pharmaceuticals, which has just launched a brand new herbal range, to give you the chance to find out more about this important sector. We have 12 copies of a new book, *Popular Herbal Remedies* by medical herbalist Penelope Ody, to give away to readers.

The book highlights 52 of the most popular and frequently-used herbs, with details of the parts of the plant used, dosage, actions and contraindications.

Another innovation is our *Inside Information* feature, where you can share your hints and tips with other *OTC* readers – and win £25 in Marks & Spencer vouchers. Find out more on page 31.



Lord Hunt looks forward to the new face of pharmacy

Electronic prescribing, repeat dispensing, NHS Direct referrals to pharmacies and a commitment to put pharmacists in 500 one-stop primary care centres.

These are some of the key features of the pharmacy programme outlined by health minister Lord Hunt in his speech to the British Pharmaceutical Conference earlier this month.

Lord Hunt gave a deadline of 2004 for electronic prescribing and repeat dispensing and NHS Direct referrals by 2002.

He also promised improvements to out-of-hours provision, the establishment of an action team and funding to promote better use of prescribed medicines and proposals to allow certain pharmacists to prescribe.

The details of this radical overhaul of pharmacy services and the plan to give community pharmacy a fuller role in the NHS Plan are laid out in a document entitled 'Pharmacy in the Future'.

The minister said: "There are many challenges out there and community pharmacies face those challenges. My own view is that they will stand or fail by the service they offer the public.

"In future, patients will become accustomed to consulting pharmacists in

other situations, not least as part of the team in their doctor's surgery."

Pharmacy staff are also likely to have a more important role to play in the future. Lord Hunt referred to the fact that hospital pharmacy has a good record of making the best use of pharmacy technicians and other staff and he said: "I want to see a debate on how skill mix might develop, so that the skills of pharmacy technicians and other support staff are fully utilised in all pharmacy services, not just in hospitals."

'Enry helps fight to KO flu

Former boxer Sir Henry Cooper has launched this winter's flu immunisation campaign. He is encouraging those most at risk from flu to get vaccinated now, before the flu season starts, with the slogan "Don't let flu knock you out, get your jab in first."

The Department of Health says these are the people who should take up the offer of free flu vaccination:

- those aged 65 and over
- people of all ages who more at risk, including those with underlying medical conditions such as chronic respiratory, renal or heart disease, diabetes or impaired immunity



Alice French (left) a pharmacy assistant at The Pharmacy in Sydenham, London, was the winner of a competition run by Canesten. The competition, which was part of a nationwide initiative to support Canesten Once and Canesten Thrush Cream, attracted more than 4,000 entries. Alice is pictured receiving her prize – a top of the range cappuccino maker – from Laser Healthcare representative Kim Rowley

- people in residential or nursing homes.

Two information leaflets – 'Flu vaccination' and 'What should I do about flu?' – are available from Prolog, PO Box 777, London SE1 6XH.

First stop for lice advice

The Doctor Patient Partnership is recommending pharmacies as the first port of call for advice and treatment for head lice in a new consumer leaflet.

A survey carried out for the DPP revealed that the public is still confused about head lice. Among its findings were the facts that:

- 50 per cent of people think head lice can be dangerous if not treated
- almost 30 per cent think that regular use of chemical treatments will prevent children catching head lice
- one in five think a GP visit is necessary.

The new leaflet is called 'Head Lice: What you can do' and 300,000 are being distributed by the DPP through GPs' surgeries.

● Vantage Refresh members have received a comprehensive training pack on head lice from AAH Pharmaceuticals. The pack is designed to help pharmacy assistants advise customers and includes information on detection, treatment and how to prevent re-occurrence.

Tigers rally at balmy Woburn



More than 100 Tiger Moth planes took to the air over Woburn Abbey in Bedfordshire for the annual Tiger Moth Rally sponsored by Tiger Balm topical analgesic. The winner of the Tiger Balm Freestyle Aerobatics trophy – for the second year – was Henry Labouchere from Norfolk. This is the fifth successive year of sponsorship for Tiger Balm, which also sponsors three Siberian tigers in a conservation project at the Woburn Safari Park. Pictured are (left to right) Teo Hee Chai of Haw Par Healthcare; John Moore, Tiger Balm marketing manager for Europe and Africa; Lady Tavistock; and Henry Labouchere



Lloyds highlights welfare advice to mums

Basic welfare advice will be available for new and expectant mothers in an initiative being launched in 750 Lloydspharmacy stores.

A 'baby welfare' pack including a range of leaflets from the Departments for Education and Employment and Social Security will be available at the stores which have a nominated baby advisor.

These staff have undertaken extra training in a number of child-care issues, including welfare and benefits, and they will be able to help women who ask for more information.

The pack has been introduced as part of Lloyds 'social pharmacy' concept. Andy Murdock, director of pharmacy and superintendent for Lloydspharmacy, said: "As pharmacy is accessible to the public it is an ideal location for the provision of social welfare advice alongside healthcare information."

Lloydspharmacy Baby Advisor Judith Atkins is pictured discussing the baby welfare pack with a young mum

Ginkgo for a better quality of life

Research carried out at the University of Surrey has shown that a daily dose of 120mg of a standardised extract of ginkgo biloba helps people, especially the over 50s, carry out their everyday activities and improves their mood and sleep.

The survey followed 5,000 volunteers for four months and their ability to cope with various daily activities was rated both by the participant and by someone who was close to them. The group receiving Ginkgo Concentrated from Lichtwer Pharma showed significant improvements on all scales at all times.

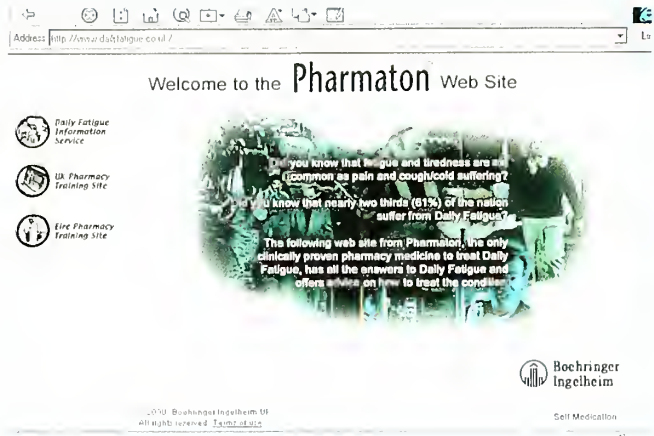
One of the authors of the study, Dr Sarah Cockle, said: "These results show that ginkgo biloba extract (GBE) has a beneficial effect on the quality of life of older people, particularly on their ability to carry out activities of daily living. This is likely to be a reflection of GBE's positive action on certain aspects of memory and information processing, which has been demonstrated in laboratory-based studies."

Information on Ginkgo Concentrated is available from the Lichtwer Pharma Customer Care Line on 01803 528668.

Web Watch

Pharmaton's 'e' training

Boehringer Ingelheim has launched a new Pharmaton web site. The site www.dailyfatigue.co.uk includes a UK pharmacy training site featuring information on daily fatigue – from what it is, to recognising symptoms and treating the condition, as well as information on Pharmaton Capsules. The site also includes answers to typical customer queries and there is an opportunity for users to post questions, which will be answered directly. The company says the site is part of its ongoing commitment to in-store pharmacy education.



Dermatology online

Stiefel Laboratories' new web site www.stiefel.co.uk provides information on topics which include acne and spots, dandruff and scaling scalp, eczema and dry skin, excessive perspiration and genital and genital warts, as well as general information on the skin and Stiefel's OTC dermatological products. Contact Jenny Howard on 020 7948 4115 for further information and pharmacy assistant training leaflets.

Nothing dentured!

Stafford-Miller, manufacturer of Poli-Grip and Dentu-Creme has a new web site for denture wearers. Visitors to www.denture.co.uk will find information on wearing and caring for dentures, with details of the Stafford-Miller products and a comprehensive list of denture laboratories offering emergency repairs. The site also offers a forum for personal professional advice and for users to exchange views and hints.

Schering site

Visit Schering Health Care's new web site at www.schering.co.uk for more information about therapy areas such as contraception, HRT, multiple sclerosis, oncology and diagnostic imaging. The site has an area for patients and consumers, and a password-protected section for healthcare professionals.

Sexy surfing

Durex has launched a new lifestyle web site at www.durex.co.uk with a mix of product information, sexual health data, light-hearted lifestyle surveys, interactive competitions and entertainment guides. An interactive section shows how to use condoms.

Online alliance

UniChem's medicines management division, Pharmacy Alliance has launched its new web site. Visitors to the site at www.pharmacyalliance.com will find topical information on professional services and medicines management as well as information on how to become a member of Pharmacy Alliance. Members also have access to a private area containing news, professional service updates and online versions of the company's newsletters.

'Sell' your herbal medicines, suggests survey

The public would like herbal medicines to be more easily available from pharmacies and they would like pharmacists and GPs to be better informed about them.

These are among the conclusions from a survey of more than 1,000 adults carried out by Taylor Nelson Sofres for Herbal Concepts Ltd.

The survey found 64 per cent of respondents would buy herbal medicines if their pharmacist could tell them more about them.

More than 40 per cent had already bought a herbal medicine to treat themselves or a member of the family, but a quarter had not done so because they did not understand them or were not sure they would work.

More than eight out of ten 16-44-year-olds said they would try a non-drowsy herbal medicine rather than conventional medicines to treat allergies such as hay fever or asthma.

Herbal Concepts' commercial director Tim Michael said: "We hope the results of this survey will ensure pharmacists, health product retailers and GPs listen to their customers and their patients and meet this demand for more information and better choice in the herbal medicines market."

Beautiful prizes from Caltrate Plus

Finding out more about customers' views on bone health could win a trip to a beauty salon for pharmacy assistants.

Whitehall Laboratories, maker of the bone health supplement **Caltrate Plus**, is running the competition as part of its new calcium kit for pharmacies.

The kit contains a counter display unit, information on osteoporosis and a tape which includes an interview with a sufferer.

Also included is a questionnaire which pharmacy assistants fill out with customers who may be

at risk of osteoporosis. Customers answer questions on what they are doing to maintain bone health.

The assistant who completes and returns the largest number of questionnaires will win beauty salon treatments worth £75, and there are second and third prizes worth £50 and £25.

Thrush! But what if she's pregnant?

A lack of consumer understanding about treating thrush in pregnancy means pharmacy staff have a more important role than usual in preventing women taking contraindicated medicines.

This is one of the results of the annual Canesten survey, which also reveals that almost half the women surveyed did not know which treatments were suitable in pregnancy and one in ten did not know about the potential effects of taking oral treatments when pregnant.

Hormone changes which take place in early pregnancy can trigger thrush and nearly a quarter of women had suffered.

Nearly half the women questioned said they had not been asked about the possibility of pregnancy when they bought thrush treatments – a small improvement on last year's figure.

Copies of the Canesten Protocol for pharmacy staff can be obtained from Laser Healthcare by calling 01202 780558.

Storing aerosols

Are you storing your aerosols correctly?

A new A4 card from the British Aerosol Manufacturers' Association offers clear instructions highlighting the key do's and don'ts of aerosol storage and display.

For example, they should not be stored or displayed in direct sunlight or stored in basements and they should be kept away from the entrance or exit to the stock room.

Copies of the leaflet are available from BAMA on 020 7828 5111 or e-mail at enquiries@bama.co.uk

Weighing up the evidence for and against RPM

A "phenomenal amount of evidence" has been collected for the Resale Price Maintenance court case, says Community Pharmacy Action Group secretary Sue Sharpe.

The process of deciding whether RPM will remain or be scrapped begins on October 2, when a judge from the Restrictive Practices Court will sit with two assessors – an accountant and an economist – and start to read through 150 double-sized ring-binder files. The hearing proper starts on October 16 and is expected to last for six weeks, with a ruling expected in December or possibly January.

Speaking in a seminar at Chemex 2000, Mrs Sharpe said: "We are seeing more and more people are picking up their 'bathroom cabinet' medicines with their other groceries. People are not thinking of medicines as a different need."

If pharmacy loses the case, then Competition Act law would prevent the profession's Code of Ethics

having a restriction stopping pharmacists from price-promoting medicines.

Mrs Sharpe said supermarkets would be interested in only stocking brand leaders, so consumers could be denied access to a full range of medicines.

She was critical of the tactics Asda has used throughout the past five years to put pressure on manufacturers to abandon RPM agreements and she said community pharmacists should continue to explain to customers the significance of the loss of RPM.

Where does it hurt?

Crookes Healthcare has launched a new guide for healthcare professionals which provides a clinical review of the treatment of common childhood ailments such as fever, teething and toothache, earache, sore throats, headache and minor aches and sprains.

The booklet, entitled 'Where Does It Hurt?', draws on more than 20 published studies and there are a number of comparative studies with ibuprofen and paracetamol.

Copies of the booklet are available from Crookes Consumer Relations on 0115 968 8500.

Slimline Debbie is a winner



Debbie O'Callaghan, of Bardney Pharmacy in Lincolnshire, is the winner of the Norton Millennium Service Competition.

Customers were so impressed when pharmacy assistant Debbie lost three and a half stone that they asked her for slimming advice. And that gave her an idea for a new service for customers – a slimming club. The women taking part visit once a week to be weighed and their progress is mapped on a chart.

Debbie has now begun to work closely with the nurse at the local GP surgery.

Pharmacy owner Elizabeth Pinnion nominated Debbie for the Award.

Second place went to an anti-smoking effort from Tracy Coulthard and Valerie Townsend, from at the Charing Pharmacy, Ashford, Kent.

For more details, see a full report on pages 15-17. Debbie is pictured (right) with one of her clients.

Now we're branching out further.

Introducing three new additions to the Witch facial skincare range with natural witch hazel:

- Witch Foaming Face Wash cleans deep down to remove dirt, dead skin cells and excess oil.
- Witch Daily Cleansing Lotion gently cleanses, refreshes and tones the skin in a single step.
- Witch Clear Pore Gel tackles the causes of spots at source and promotes clear, healthy looking skin.

Together with the existing Witch product range, they mean you can now offer an even wider choice of effective, witch hazel based products to your customers. And with an ongoing £2m advertising and PR campaign to raise consumer awareness, you can expect more demand than ever. Witch. Strong in spirit. Gentle on skin.



Innovating

New products.
New profit opportunities



Investing

Heavyweight
£2m advertising
support



Eye-catching

Attractive
packaging design

WITCHTM
with Natural Witch Hazel

Showcase



Beechams prepares for the cold war

SmithKline Beecham has given its **Beechams** brand a new colour-coded look designed to create better differentiation between variants.

High strength products such as the **Flu Plus** range and **Throat Plus** are indicated in red, with yellow for the **Cold & Flu Hot** drinks and blue for **Beechams Powders** and **All-in-One**. The **Beechams Veno's** range retails its own colour-coding, but benefits from the redesign.

The Beechams brand triangle icon has been updated and pack graphics modernised with brighter colours. Product names now have greater emphasis and benefits are presented in a checklist form on the front of the pack. Beechams Veno's and Throat Plus now feature a human face in place of the old diagrams.

SmithKline Beecham is spending around £5.3 million on a support programme for the brand, which includes TV advertising timed to co-incide with the peak of the cold and flu season. SmithKline Beecham. Tel: 020 8560 5151.

Karvol plugs in to decongestant sales

Crookes Healthcare is launching a new plug-in vapouriser to complement its Karvol paediatric inhalant decongestants.

The **Karvol Vaporiser (£6.99)** slowly and continuously releases the brand's natural vapour of pine, cinnamon and menthol when plugged into an ordinary plug socket. It comes with a refill that lasts up to ten nights (eight-hour nightly usage). Individual refills are **£3.79**.

The launch is being supported by a £75,000 advertising campaign in the parenting press from November to February 2001. Crookes Healthcare Ltd. Tel: 0115 953 9922.



Complete Care from Macleans

Macleans has relaunched Total Clean toothpaste as **Macleans Complete Care**.

New packaging shows the words 'Complete Care' encircled by gold to reflect the product's premium positioning and the improved logo design creates a 3D effect. The back of the pack presents the product's key benefits in a checklist format.

New research is said to show that it cleans better than other antibacterial toothpastes and this claim appears on-pack. Macleans Complete

Care is in freshmint flavour and retails at **£1.29** for 50ml, **£2.25** for 100ml and **£2.59** for a 100ml pump. SmithKline Beecham Consumer Healthcare. Tel: 020 8560 5151.



SB has the power to clean

SmithKline Beecham Consumer Healthcare has entered the growing power-toothbrush market with a new battery powered brush.

Aquafresh Powerclean (£12.99) has both an oscillating and pulsing action for three-dimensional cleaning. It also features a flexible neck, two-component handle and shaped bristle cut for effective cleaning of all tooth surfaces.

The toothbrush comes in a strong plastic display case which doubles as a travel case and is supplied with one removable head and two AA batteries. Additional heads are in a pack of two (**£6.49**).

The launch is being supported by a £2.5 million autumn campaign, including on TV. SmithKline Beecham Consumer Healthcare. Tel: 020 8560 5151.

Lemsip lozenges with new zest

A new citrus fruit flavoured anti-bacterial throat lozenge is being added to the Lemsip range.

Lemsip Sore Throat

Anti-Bacterial Citrus Fruits Lozenge (with hexylresorcinol) contains an antibacterial and local anaesthetic agent to help combat the infection and provide pain relief. The pack features a 'with vitamin C' flash. A pack of 24 retails at **£2.05**. Reckitt & Colman Products. Tel: 01482 326151.

Locketts looks to zinc and vitamin C

A zinc and vitamin C supplement is new to the Locketts lozenges range.

Zinc 48 combines zinc and vitamin C in a mentholated lozenge formulated to help support the immune system against winter illnesses.

It is targeted at health conscious consumers aged 24-40 and each lozenge contains 20 per cent of the RDA of zinc. The two flavours are Spicy Lemon and Tropical Punch. Retail price is **£0.79** for a pack of ten.

A £900,000 press and outdoor advertising campaign runs until December to support the launch. Chemist Brokers. Tel: 023 9222 2500.

Vicks is steaming ahead with new range

A new range of products under the Vicks brand is manufactured by Procter & Gamble, but marketed in the UK by BeWell Ltd.

The products are: **Vicks Electric Personal Steam Inhaler (£36.99)**; **Hot Steam Vaporiser (£24.99)**; **Digital Thermometer (£7.99)**; **Vicks Comfort Flex Thermometer (£10.99)**; **Vicks Baby Thermometer (£9.99)** and **Vicks VapoRub**

Inhalator (£6.99). BeWell Ltd. Tel: 0870 8405060.

More power to the Panasonic concept

Panasonic has new packaging and branding for its battery range. The Power Concept packs are designed to deliver consistent branding across the whole range and promote key values of power, long life and energy in a high-impact style. Panasonic Industrial Europe Ltd. Tel: 01344 853259.



New look for Aquafresh

Aquafresh toothpaste has a new look and improved stripe quality.

The three-stripe logo has been redesigned to make more impact on-shelf and the benefits claimed for the product - fights plaque, protects gums and freshens breath - have been made more prominent. Further changes allow easier differentiation of variants.

The new packs align the toothpaste more closely with Aquafresh Flex toothbrushes.

The newest addition to the Aquafresh range - Aquafresh Active - is being renamed **Aquafresh Multi-Active** to stress its benefits as an advanced antibacterial toothpaste. SmithKline Beecham. Tel: 020 8560 5151.



Ibuleve goes to the max

A new, stronger Ibuleve gel for Pharmacy-only extends the Ibuleve topical pain-relief range.

Ibuleve Maximum Strength Gel (30g, £4.95) contains 10 per cent ibuprofen. It is formulated to be rapidly absorbed through the skin to relieve pain fast and effectively.

The launch is being supported by a £1 million promotional spend, including a TV campaign running until November.

A range of PoS material includes a showcard, shelf wobblers and new consumer leaflet. Dendron Ltd. Tel: 01923 229251.

A treat for itchy scalps

New **Oilatum Scalp Treatment Shampoo** is formulated to relieve itchy, flaky scalp conditions and, says Stiefel Laboratories, it is so effective that it only needs to be used twice a week.

Oilatum Scalp Treatment Shampoo (50ml, £5.45, 100ml, £8.75) is being introduced exclusively to pharmacy in the UK. It should be massaged into the hair and left for three to five



minutes before rinsing.

An October marketing campaign includes national newspaper sampling. Patient advice leaflets and shampoo samples are available free from Oilatum Scalp Treatment Shampoo (Pharmacy), FREEPOST SEA 8501. Stiefel Laboratories (UK) Ltd. Tel: 01628 524966.

Heelbalm softens them up

New **Heelbalm**, from Co-pharma, is formulated for relief from cracked, rough skin on the heels and soles of the feet.

The product contains urea and allantoin to chemically break down hard, thickened areas of the skin. It also includes natural peppermint oil.

Heelbalm (100g, £5.99) aims to soften the skin, so thickened areas can be gently sloughed off with a rasp or pumice stone. Co-pharma Ltd. Tel: 01923 255577.

Carnation steps up bunion relief

Three polymer gel products from are among the new launches from Carnation Footcare.

They are: **Carnation Footcare Polymer Gel Bunion Protector** (£5.49); **Carnation Footcare Polymer Gel Care Toes Spreader** and **Toe Separators**; and **Hydrocolloid Corn Care** (pack of ten, £2.79), which uses the body's natural moisture to help get rid of corns.

Advanced Pressure Relief Insoles and **Heel Pads** offer relief for sufferers from aching, tired feet. The insoles retail at £3.99 a pair and the heel pads at £2.49 per pair. Activa Healthcare Ltd. Tel: 01283 540957.

Numark ibuprofen now in 12s

Numark has added a pack of 12 to its own brand **Ibuprofen Tablets** range. The pack of 12 200mg tablets retails at £0.85

and, says Numark, gives consumers real value for money.

The range also includes 200mg tablets in packs of 24, 48 and 96 and packs of 24 and 48 400mg tablets. Numark. Tel: 01827 841200.



The eyes have it with Seven Seas

Seven Seas has launched **Visioncare High Strength Bilberry Extract** with Pro-Retinol and vitamin E.

The product is formulated to help maintain good vision and is launched in response to increasing evidence that good nutrition can help or prevent age-related eye problems.

Bilberries are particularly rich in beneficial antioxidants and research shows that bilberry can boost circulation in the eye area by as much as 80 per cent and help to regenerate 'vision purple' which is essential for night vision.

Seven Seas Health Care Ltd. Tel: 01482 375234.

Streamlining and a new look for Sanatogen

Roche Consumer Health is relaunching its **Sanatogen** range in new blue and foil carton packaging.

The range has been streamlined to a core list of 29 and the brand is being supported by a £5 million marketing campaign. A new TV campaign runs during October, press advertising is in October and November and a radio campaign continues on Classic FM.

● Roche has also

redesigned its **Redoxon** vitamin C supplement with new packaging and a sugar-free formulation. A £2.5 million marketing campaign includes press advertising from November until February, focusing on **Double Action**, which includes zinc. Roche Consumer Health. Tel: 01707 366000.

Why Pokémon can be good for kids

Nutricia chose Chemex 2000 to launch two new VMS ranges into pharmacy.

Pokémon children's vitamins are aimed at children aged four to 14, with three multivitamin and mineral formulations to meet specific needs.

The one-a-day, chewable tablets are: **Complete**, **With Iron** and **Extra C**. They are presented in four fruit flavours and are shaped and embossed with Pokémon characters. Retail price is £5.99 for 60.

PoS material includes a mobile, poster, counter display units and 3D floor display units.

The new, 11-strong **Nutricia VMS** range is being launched at the end of October. Nutricia Clinical Care. Tel: 01255 768381.

Travelling smoothly

Foundation Enterprise has launched the new Avid Brands **Traveller's Razor** (£2.99). The compact cartridge razor offers a clean, close shave and has four twin-blade cartridges inside two handles. Each cartridge lasts for ten shaves. Foundation Enterprise Ltd. Tel: 0709 100 0882.

Loaves of goodness from Juvela

SHS International has extended its Juvela bread range with two new loaves.

Juvela Gluten-Free Part Baked Loaves



come in white and fibre varieties and are based on the company's Gluten-free Mix and Gluten-free Fibre Mix. The products can be baked quickly to produce a loaf with a crisp top and soft texture inside. The packaging ensures that the product will stay fresh for 13 weeks from the date of manufacture and once baked, they will stay fresh all day.

The loaves are available on prescription and over the counter. SHS International Ltd. Tel: 0151 228 1992.



Nurses on call, Day and Night

Upgraded packaging, pharmacy training and increased TV support will help keep SmithKline Beecham's **Night Nurse** and **Day Nurse** cough, cold and flu remedies in the public eye this season.

The green cross symbol has been embossed and given a metallic finish and product benefits are presented in checklist style on the pack front.

SmithKline Beecham is investing in pharmacy and pharmacy assistant training through the PharmAssist programme and individual initiatives.

Last year's successful TV commercial is being aired again. This time the company is spending £2.4 million, its highest spend on the brand to date. SmithKline Beecham. Tel: 020 8560 5151.



Famous five from Healthcrafts

Peter Black Healthcare has added five new products to its Healthcrafts range.

High Potency Ginger (60, £6.99) is a concentrated extract of the spice which has been used for centuries to comfort the digestive system.

Aloe Vera (60, £5.99) is another high-potency extract. Aloe vera is often taken internally to maintain all-round digestive health.

Saw Palmetto Complex for men (30, £7.99) contains saw palmetto with antioxidants betacarotene, vitamin C and E, zinc and amino acids. Saw palmetto is often used to combat benign prostate enlargement.

High Strength Glucosamine Sulphate (30, £7.99) provides 600mg of the supplement which is popular for joint and cartilage health.

Kava Kava tablets (30, £9.99) are a one-a-day supplement. Kava Kava is taken for its calming and stress-relieving benefits. Peter Black Healthcare. Tel: 01283 228300.

Lice and easy and natural too!

Shantys is introducing **Nitlotion The Natural Way** (100ml, £6.99), which offers an alternative to chemical-based products and claims to eradicate head lice, eggs and nits.

The active ingredient is coconut oil and its derivatives and the product is already well established in Austria, Netherlands, Denmark and Germany and has a CE mark.

Shantys recommend that the lotion should be used in conjunction with the Nitcomb-M2 to obtain the best results. Shantys Ltd. Tel: 020 8595 7836.

BR moves into the herbal sector

BR Pharmaceuticals has moved into the herbal sector

with the launch of a 12-strong range of **BR Herbals**.

The range includes the 12 products which BR believes will be the most popular on the market and includes kava kava, cranberry, St John's Wort, valerian, echinacea and ginkgo biloba.

The products all contain standardised herbal extracts and are presented in glass jars, supported by a PoS package which includes free counter display units and shelf talkers.

Pharmacists ordering the herbals range will receive free copies of a new book, *Popular Herbal Remedies*, by Penelope Ody a member of the National Institute of Medical Herbalists and



leading writer on the subject. The books, with a cover price of £2.99, can be used for reference in the pharmacy, sold or given to customers.

For your chance to receive a personal copy of the book, turn to page 43 in this issue. BR Pharmaceuticals Ltd. Tel: 0113 256 5836.

Yariba goes into battle against fatigue

Dendron has launched **Yariba**, a new herbal treatment for daily fatigue.

Yariba (50 tablets, £4.95) is formulated to provide natural relief for temporary



tiredness. Containing kola nut, the product is said to give a natural boost by increasing alertness, mental activity and muscular performance.

The tablets come in a pocket dispenser and each pack contains a detailed patient information leaflet.

A national TV and press campaign supports the launch throughout October and November. Advertising features an energy-filled 'green man' character and the strapline 'a natural way to revive your day'. PoS material includes a showcard and shelf wobblers depicting the green man. Dendron Ltd. Tel: 01923 229251.

UniChem unveils new herbal range

UniChem is launching its first own-brand range of tableted value-for-money herbal remedies for common ailments.

The range includes **Water Relief, Stress Relief, Sleep Aid, Cold & Flu Relief, St John's Wort, Ginkgo Biloba Leaf Extract and Korean Ginseng**. Retail prices are £2.99-£3.99.

PoS material includes posters, consumer leaflets and shelf talkers.

● UniChem is also launching its first own-brand **Effervescent Vitamin C** tablets (£2.97). Display units and shelf wobblers are available. UniChem Ltd. Tel: 020 8391 2323.



Surelax adds senna to range

Peter Black Healthcare has launched **Surelax Senna** as a brand extension to Surelax Herbal laxative.

The product is delivered in a chewable, raspberry-flavoured tablet and the company highlights value-for-money and wide consumer acceptance of senna as key sales points. Surelax Senna retails at £1.99 for 36 tablets. Peter Black Healthcare. Tel: 01283 228373.

ABBREVIATED PRESCRIBING INFORMATION.

Presentation: A metered spray bottle containing 10 ml of a 10mg/ml solution of nicotine for intranasal use. Each 50 microlitres delivers 0.5mg nicotine.

Indications: Nicorette Nasal Spray is for the treatment of nicotine dependence and the rapid relief of withdrawal symptoms, which may occur during smoking cessation. It may be of particular benefit to the most heavily dependent smokers.

Dosage: Adults. Use should be restricted to 3 months. The three-month course consists of 8 weeks - as required to a maximum of one spray into each nostril twice an hour for 16 hours per day. Following 2 weeks, reduce usage by half. Final 2 weeks, reduce usage to zero. Children. Not for use by any persons under the age of 18 years.

Contraindications: Non-tobacco users or those known to be allergic to components of spray. Persons up to 18 years of age. Concurrent use of other nicotine containing preparations or tobacco products.

Pregnancy and Lactation: Contraindicated in pregnancy and lactation.

Precautions: Nicorette Nasal Spray should not be used whilst the user is driving or operating heavy machinery. Patients should stop smoking completely when initiating therapy. Use with caution in patients with a history of angina pectoris, peptic ulcer, chronic nasal disorders, recent myocardial infarction, serious cardiac arrhythmias, systemic hypertension, peripheral vascular disease, diabetes, hyperthyroidism or pheochromocytoma.

Principal Adverse Effects: These occur commonly at the start of therapy but usually decline within the first few days of treatment.

Local: Nasal irritation (sneezing, running nose), watering eyes and throat irritation.

Systemic: Nausea, headache and dizziness.

Other Adverse Effects: Sore nose, ear sensations, increased urination, tingling or burning sensation in the head, nose bleed, dyspepsia.

Legal Category: P.

Package Quantities: Metered spray bottle, 10ml in packs of one. Trade Price: 1 pack £10.99. (Trade price correct at time of going to press) Product Licence Number: PL00032/0255.

PL Holder: Pharmacia & Upjohn Ltd., Davy Avenue, Milton Keynes, MK5 8PH, UK. **Date of Preparation:** June 2000.

REFERENCES: 1. Sutherland et al. Randomised controlled trial of nasal nicotine spray in smoking cessation. *Lancet* 1992; 340: 324-328.

NICORETTE®



⌚ I NEED A
CIGARETTE

⌚ I NEED A
CIGARETTE

⌚ I NEED A
CIGARETTE

⌚ I NEED A
CIGARETTE

Now you can give heavy smokers their best chance to quit. New Nicorette Nasal Spray has been shown to have 8 times the success rate in the most heavily dependent smokers (>20 cig/day) vs. placebo.¹ It not only relieves cravings faster than any other NRT format, but because it offers flexible dosing, it can be used whenever it's needed most. So when heavy smokers need rapid craving relief, make Nicorette Nasal Spray your first recommendation.



www.nicorette.co.uk

NEW **NICORETTE**
Nasal Spray
contains nicotine

THE FASTEST RELIEF FOR STRONG CRAVINGS



Turn off the eating with Crave Control

Carter Wallace has launched new **Crave Control** slimming patches into independent pharmacies.

Designed to reduce cravings for chocolate and other sweet foods, the patches are impregnated with an active aroma derived from a combination of specially-developed scents that create a smell similar to vanilla.

The principle behind the product is that 95 per cent of taste comes from smell and cravings for sweet foods can be satisfied by smell.

A £500,000 promotional campaign including national press advertising and PoS materials supports the launch.

Retail price is **£19.95** for 21 days supply. Carter Wallace Ltd. Tel: 01303 858828.

Do try this at home says Davina

TV presenter Davina McCall is the face of a £4.5 million marketing campaign to support Wella's **Viva Long Lasting Colour** reversible hair colorant.

Davina appears in a national campaign which includes TV, women's press and radio advertising.

Davina is featured suggesting that consumers 'DO try this at home'.

'Davina's Diary' will be used to support a money-off promotion and a direct mail

campaign includes a money-off coupon.

Wella Viva Long Lasting Colour (**£5.49**) is available in 18 shades and may be removed with **Long Lasting Colour Remover** (**£4.99**) Wella Great Britain. Tel: 01256 320202.



Dendron puts a new gloss on lipcare

Dendron aims to develop the lipcare market by integrating its Blistex and Blisteze products into one lipcare brand.

Blistex is being repositioned as a more cosmetic, feminine brand targeted at women aged 18-34. Bright new packaging features a pair of lips and new names are being introduced:

Liptone is now **Tint & Shine**; Lip Ultra Lip Protector is now **Ultra Protection**; Lip Relief Cream is now **Intensive Moisturiser**; Lip Conditioner is now **Daily Conditioner**; Lip Revitalizer is now **Revitaliser**.

Blisteze, the only licensed product in the range, is being relaunched as **Blisteze Relief Cream**.

All the products retail at **£2.25**.

A £1 million advertising campaign runs in women's magazines from November until March. Dendron Ltd. Tel: 01923 229251.

Dove's everyday indulgences

Dove moves into the bodycare market with a new body

moisturiser and cream.

Dove Body Moisturiser and **Dove Body Silk** are formulated to appeal on an indulgent level as well as offering functional benefits.

Dove Body Moisturiser has an easily absorbed formula containing vitamin E. It is available in two sizes, retailing at **£3.59** (250ml) and **£4.99** (400ml.)

Dove Body Silk is an all-over body cream with a non-greasy formula. Presented in a pot, it retails at **£5.99** for 300ml. Elida Fabergé. Tel: 020 8481 6000.



UniChem launches own-brand film

UniChem's new own-brand **APS film** is priced to offer top quality at £1 less than the retail price of the leading brand.

The film retails at **£3.99** and Vicki Martin, own-brand manager at UniChem, says: "APS film is versatile, high-quality and easy to use. Own-brand film comprises a 50 per cent share of the camera film market and pharmacists can feel complete confidence in recommending out products."

Window posters are available from UniChem sales representatives. UniChem Ltd. Tel: 020 8391 2323.

Nivea tackles some handy wrinkles

New **Nivea Hand Age Defying Crème with Q10** aims to delay and repair the signs of ageing. The crème (100ml, **£3.99**) contains Coenzyme Q10 to help promote cell renewal and give energy and vitality to the skin.

The formula also

includes UVA and UVB filters to help prevent age spots and further damage from UV exposure.

Beiersdorf is also relaunching **Nivea Visage Enhanced Oil Free Moisturising Fluid with Shine Control Formula**. The new formula (100ml, **£4.49**) has a richer texture and is said to offer more effective relief from clogged skin and shiny T-bar. Beiersdorf UK Ltd. Tel: 01908 211444.

Wipes with a touch of luxury

UniChem says its relaunched **Luxury Baby Wipes** offer improved quality and better value.

The new wipes (**£2.25**) are thicker, stronger and softer on the skin and the pop-up dispenser means

they are convenient. The cleansing solution is hypoallergenic and the wipes are packed in a squashable plastic pack which fits easily into nappy changing bags.

Wipes are not just used for babies and UniChem is supplying 10,000 to the BT Challenge team taking part in the round the world yacht race. The company is also sponsoring crew member Glyn Baker from the Isle of Wight. UniChem Ltd. Tel: 020 8391 2323.



Briefs

Lousy package

Warner-Lambert Consumer Healthcare has launched a head-lice resource pack for teachers. Sponsored by **Lyclear Creme Rinse**, 'Education Interface' reinforces the need for parents to see their pharmacy as the first port of call for advice. Warner-Lambert Consumer Healthcare. Tel: 023 8064 1400.

Man appeal

Footballer David Ginola will be the spokesmodel for L'Oreal's new home hair colorants for men. **L'Oreal Color Fitness** (**£6.99**) is a tone-on-tone formula that gives a matt colour effect and is suitable for those who want to erase the first signs of grey. The colour effect fades gradually after six weeks. L'Oreal Group UK. Tel: 020 8762 4000.

Poetic licence

Condomania's new **Purple Ronnie Condoms** feature three funny, lewd and rude Purple Ronnie poems. (Purple Ronnie poems appear in a series of greetings cards and books.) Each pack (around **£2.99**) contains two extra ribbed condoms. Condomania Ltd. Tel: 01635 874393.

A close shave from Lynx

Elida Fabergé's Lynx range moves into the shaving sector with a new triple blade razor and three shaving gels. The **Lynx Triple Blade Razor** (**£4.49**) also features a lubricating strip and water flow-through system for easier rinsing. The gels (all **£2.99**) are: **Smooth Shave Gel**, **Clear Shave Gel** and **Energy Shave Gel**. Elida Fabergé. Tel: 020 8481 6000.



Farley's goes for a Simplifeed

Farley's has launched a new baby-milk feeding system comprising three products – the **Simplifeed System**, **Ready Measured** sachets and **Ready-to-Feed** cartons.

The new products replace the existing tin range of baby milks and all are available in Farley's First, Second and Follow-on-Milk formulas.

Farley's Simplifeed System (600g **£4.29**) makes several feeds at one time, with the emphasis on accuracy. The pack contains eight pre-measured 75g sachets, a measured mixing container and a plunger.

Farley's Ready to Feed tetra cartons (500ml, **£0.99**) are ideal when on holiday or out for the day.

Farley's Ready Measured (240g **£2.29**) provides accurate, easy preparation of a single feed. The pack contains 14 sachets, each of which makes up a 4fl oz feed.

H J Heinz Co Ltd.
Tel: 020 8573 7757.



Sangenic gets it all wrapped up

The **Sangenic Nappy Wrapper** nappy disposal system has been revamped with a fresh lemon and yellow colour scheme.

Until March next year, purchasers have the chance to win one of five Bosch washing machines worth **£550** in an on-pack draw.

A used nappy is placed in the neck of the nappy-wrapper tub, the rim is turned twice and the nappy disappears to be individually wrapped in anti-bacterial fragrant film. Each cassette of antibacterial film wraps up to 150 nappies.

The **Sangenic Nappy Wrapper** (**£29.99**) comes with a starter cassette and

refills are available at **£3.29**.
Sangenic International.
Tel: 0500 979899.



Calpol takes a new look for a new generation

Warner-Lambert Consumer Healthcare has redesigned its **Calpol** brand to appeal to a new generation of parents.

The range will retain its trademark purple, but feature a brighter, modern design.

The new look covers **Calpol Infant Suspension** (Original and Sugar-free), **Calpol Six Plus**, **Calpol Sachets** and **Calpol** teething gel.

Warner-Lambert Consumer Healthcare.
Tel: 023 8064 1400.



Caring for kids with Calrub

Calrub is a new vapour rub for children from Warner Lambert.

The product (50ml, **£2.99**) contains natural eucalyptus and menthol for clear and easy breathing for children from six months.

Senior product manager Nick Burgoyne said the company was investing **£300,000** in promotional support, including trade and consumer press advertising and PR.
Warner Lambert Consumer Healthcare.
Tel: 01495 750049.

Simple yet stylish gift packs

Sensitive-skin specialist **Simple** is offering two Christmas gift packs tied with silver ribbon and complete with a gift tag.

The 'top-to-toe relaxation'

pack (**£3.99**) contains **Deep Down Facial Mask**, **Daily Treat Moisturising Bath Cream** and a wooden massager, while the 'style on the move' pack (**£5.99**) contains a mirror compact, **Fast Action Cleansing Lotion**, **Freshen Up Purifying Toner** and **Daily Light Moisturiser**. All Simple products are pH balanced and contain no perfume, additives or colouring.

Smith & Nephew Consumer Products Ltd.
Tel: 0121 327 4750.

Big spenders aim for Christmas bonanza

Elida Fabergé is investing **£28.7 million** in advertising Christmas gift packs for its popular brands.

This year's packs include bold new packaging for **Lynx** and **Impulse** sets, new gift sets for **Physio Sport** and **Dove**, along with the old favourite **Brut**.

Lynx packs include a bodyspray and shower gel set in four variants (**£4.69**), a bodyspray and aftershave set (**£6.25**) in three variants and a travel bag, bodyspray, shower gel and aftershave (**£13.95**) in two.

Physio Sport offers a travel bag, shower gel, bodyspray and anti-perspirant in **Pure Energy** (**£9.99**) and a bodyspray and shower gel set in **Pure Energy** and **Fresh Blast** (**£5.00**).

Dove has a pack with bodywash, puff and cream bar (**£4.35**) and another with APA, bath and cream bar (**£6.45**).

An **Impulse** bodyspray and shower gel set retails at **£4.50**.

Elida Fabergé.
Tel: 020 8481 6000.

Kodak hopes for a snappy Christmas

Kodak is introducing a gift-pack range for **Advantix** cameras to make the most of Christmas gift sales.

Each gift pack contains a camera, film, case, strap and batteries, plus vouchers offering **£16** of savings on Kodak film, single-use cameras and processing. A free metallic picture frame allows consumers to display their favourite shot.

A **£2 million** TV advertising campaign featuring the **Advantix F350** Auto gift pack (**£39.99**) will be on screen from November 13 until Christmas Eve.
Chemist Brokers.
Tel: 02392 222579.

The Ideal Analgesic?

Nicholas Moore, Professor of Clinical Pharmacology, University of Bordeaux, asks what makes the 'ideal analgesic'



When nursing our aches and pains, we all want to take a pain reliever that has the best combination of effectiveness and tolerability. In other words, a pain reliever that delivers effective pain relief plus the reassurance that it is well tolerated.

Ibuprofen – 'well tolerated'

The largest ever comparative tolerability study of the three OTC pain relievers – aspirin, paracetamol and ibuprofen – was conducted last year, and involved over 8,600 patients under the supervision of over 1,000 GPs¹.

Some of the findings show that:

- the number of gastrointestinal adverse events such as dyspepsia and abdominal pain with ibuprofen were fewer in number than with paracetamol or aspirin at OTC doses
- significantly more patients taking ibuprofen rated their treatment as excellent or good than patients taking paracetamol or aspirin.*

The PAIN study shows that for most people, when taken as instructed, ibuprofen can be considered one of the best OTC pain relievers available.

What is the difference between OTC doses of ibuprofen and long-term NSAID usage?

Long-term usage and high dose NSAIDs are commonly prescribed for chronic arthritis or rheumatic conditions. The potentially serious adverse effects of such use should be clearly distinguished from short-term use of ibuprofen (such as Nurofen) at OTC* doses, which are intended for the relief of everyday kinds of pain and fever.

¹ Moore, N et al. The PAIN Study. Paracetamol, Aspirin and Ibuprofen New Tolerability Study. Clin Drug Invest. 1999 Aug; 18(2):88-98

* OTC doses comprise of up to 1,200mg/day ibuprofen, 3,000mg/day paracetamol and 3,000mg/day aspirin

Abbreviated Product Information for Nurofen Tablets: For the relief of mild to moderate pain such as headache, period pain, muscular pains and feverishness

Further information is available from licence holder: Crookes Healthcare Ltd, Nottingham NG2 8AA

Legal category: 12x16s GSL, 24x40s/90s P
www.nurofen.co.uk

NUROFEN
ibuprofen
13

Showcase Promotions

National Heartburn & Indigestion Week
2000
2nd - 8th October

Sponsored by the makers of
Rennie DUO
Roche Products Limited

DIGESTIVE DISORDERS FOUNDATION
Registered Charity No. 212712



Charity link for Rennie Duo

Roche Products, manufacturer of **Rennie Duo**, is linking with the Digestive Disorders Foundation for the National Heartburn and Indigestion Week 2000 from October 2-8.

The initiative aims to increase consumer awareness of the causes and possible treatments of heartburn and indigestion.

PoS material for pharmacies has been designed to support the PR activity. Roche Products Ltd. Tel: 01707 366000.

Gaviscon sponsors awareness week

Gaviscon Advance is aiming to increase public awareness by sponsoring the second National Heartburn and Indigestion Awareness Week in October.

Activities include radio interviews with a gastroenterologist, radio competitions and consumer magazine

advertorials from October 9-15. Sufferers will be encouraged to visit their pharmacy for advice. Educational initiatives for pharmacists and their staff are also taking place.

The week's activities will be reinforced by a new £2 million TV advertising campaign for Gaviscon Advance, which starts on October 23 and continues until mid-December. Reckitt Benckiser Healthcare. Tel: 01482 326151.



Motilium 10 leaps into action with frog campaign

Johnson & Johnson MSD is supporting its **Motilium 10** motility treatment with a new PoS campaign and consumer leaflet in pharmacies.

The new material features visuals of frogs to depict the sick or queasy feeling and heavy, bloated symptoms associated with dysmotility.

The campaign aims to promote consumer understanding of the key symptoms and can also educate pharmacy staff to recognise sufferers easily. Johnson & Johnson MSD. Tel: 0870 241 2406.



Oxy's on air – with attitude!

Oxy is back on air until mid-October with a new animated commercial.

The £1m campaign targets 12-15-year-olds and is scheduled to appear alongside Friends, Hollyoaks and The Simpsons.

The storyline focuses on Oxy pads and features Angela, a teenager with attitude, and Chip Wansker, a professor-like character who explains how Oxy cleanses skin, eliminating bacteria and helping to prevent spots.

Oxy is also being advertised until the end of the year on mykindaplace.com, a web site popular with teens.

SmithKline Beecham Consumer Healthcare UK. Tel: 020 8560 5151.



Nicorette gives smokers a boost

Pharmacia & Upjohn is supporting Nicorette with a £2.5 million advertising campaign to encourage smokers

to visit their local pharmacist and use NRT to aid their attempt to quit.

Advertising will be on national radio, posters and in the national press until November.

The slogan 'I chewed my way to freedom' will be the theme for Nicorette Gum and the press campaign also features adverts for Nicorette Patch, Inhalator and Microtab. Pharmacia & Upjohn. Tel: 01908 661101.

Playtex targets the baby press

Playtex, the supplier of a range of baby-feeding equipment, is advertising in key parenting magazines including *Prima Baby* and *Practical Parenting*. Adverts will appear quarterly, with the next timed for the Christmas issues.

Sales display unit and PoS material echoes the advertising. Clarrell International Ltd. Tel: 01634 717771.

Briefs

E45 to sponsor Peak Practice

Crookes Healthcare is sponsoring the autumn series of Carlton Television's *Peak Practice* with E45 and E45 Skin Confidence as part of a £1.5 million marketing deal. The series runs until December. Crookes Healthcare Ltd. Tel: 0115 953 9922.

Anadin on TV

Anadin Ultra is on TV throughout October, reinforcing the proposition of fast, effective relief. The new £1.5 million campaign will be seen by around 30 million people. Whitehall Laboratories. Tel: 01628 669011.

Nizoral Dandruff Shampoo campaign targets men

J&J MSD Consumer Pharmaceuticals is supporting its Nizoral Dandruff Shampoo with a £1 million national newspaper and regional radio campaign during October. Radio advertising in London and NW England encourages listeners to visit their pharmacist for a dandruff treatment shampoo. J&J MSD Consumer Pharmaceuticals. Tel: 01494 453683.

Women only door-drop

SCA Hygiene Products is launching a nationwide door-drop to support its Bodyform pantyliner and Invisible towel range plus its new improved Bodyform breathable String pantyliners. The door-drop packs contain free samples and a chance to enter a prize draw to win holiday vouchers. SCA Hygiene Products Ltd. Tel: 01582 677400.

Advantage means service

Constantly trying to exceed members' expectations of customer service has been the bedrock of Norton Healthcare's Advantage loyalty scheme

Launched in 1996 to provide pharmacists with the tools to help them stay one step ahead of their rivals, Norton Healthcare's Advantage Scheme offers competitive prices, quality products and a trouble-free source of supply.

Norton understands the importance of customer service and it salutes the large number of initiatives being introduced by pharmacy assistants throughout the country to promote the concept.

The winning entries in the Norton Advantage Millennium Competition for Pharmacy Assistants are featured here, but many other entries also impressed the judges. These included:

- Successful local prescription collection and delivery schemes
- Product training initiatives
- The publication of fact sheets
- The creation of informative window displays
- A gift wrapping service for products bought as presents.

Around 4,000 pharmacies are now part of the four-year-old Norton Advantage scheme and the numbers are growing all the time as members realise the service benefits of a simplified ordering system that utilises the strong relationship Norton has with its wholesale business partners.

Norton Advantage can save some pharmacists six or seven hours a month in product sourcing. Members are able to streamline all their orders through a single Norton Advantage account with purchases earning credits that can be offset against the cost of further orders.

Norton's head of customer services, Graeme Ker, and his team work to the motto of 'Delighting the Customer' and this year the company has invested £400,000 in a new warehouse management system. It has been in operation



Norton's head of customer services, Graeme Ker: 'Delighting the Customer' is his team's motto

since January and Graeme says members are witnessing a faster response to orders and better visibility of supply throughout the distribution chain.

Since the management system was installed volume output has improved by 40 per cent and service levels have risen to more than 90 per cent. "We are always looking at our customer service levels and will never rest on our laurels. The new system means we have the facilities and the capacity to cope with the increase in demand we are seeing every week," says Graeme.

"The next step will be to invest in a fully-automated order and distribution system for our fastest-moving lines. What we are doing is designed to give us and our pharmacy customers a competitive advantage."

Satisfaction survey

Norton will launch a customer satisfaction survey within the next few months as part of its on-going commitment to listen to the views of

pharmacists. It will be a random survey of Advantage members who will be visited on a regular basis by the Norton team to discuss service issues.

The survey follows extensive research already carried out by the company this year. Three focus groups were held in Exeter, Harlow and Newcastle and each was attended by around seven Advantage customers as well as by non-members.

Norton is not only investing in new technology and research but is also committed to recruiting the best people to work on Advantage members' behalf to ensure the smooth running of the Advantage scheme.

There is a four-strong team of Customer Service Executives who work closely with the wholesaler business partners to oversee stock allocation and order management. They are Carolyn Pepper, who works with UniChem; Suzanne Legallienne (AAID), Ruth Webster (Phoenix Group) and Mandy Painter (other business partners).

"Their job has changed in the past year to become more customer-focused. It is no longer just about order taking but is primarily about offering customers advice and providing service information," says Graeme Ker.

Norton also has an experienced Retail Team, which includes around 20 telemarketing executives who are in constant touch with Advantage members to ensure their needs are being met. Working alongside them is a specific 14-strong Customer Services department comprising retail specialists who are briefed to help pharmacists maximise their return on stock.

New initiatives and an ever-expanding customer service department are essential if Norton is to continue to provide the level of service that the company and its Advantage members demand. It is all about responding to members' concerns so that they receive maximum benefit from the scheme.

For example, when Norton introduced weekly credits it gave members a valuable business advantage by enabling them to redeem the credits before the original Advantage order had been paid for.

The company has also launched *Take Advantage*, a quarterly newsletter offering practical advice on business planning with articles written by industry experts.

Pharmacists know the importance of offering a professional and friendly service to their customers and being a member of the Norton Advantage loyalty scheme gives them more time to do just that.

For further information about Norton Advantage, call the Advantage Telesales Team on freephone 0800 697311.

Debbie O'Callaghan of Bardney Pharmacy in Lincolnshire is the winner of the Norton Millennium Service Competition



Customers at Bardney Pharmacy in Lincolnshire were so impressed that pharmacy assistant Debbie O'Callaghan had lost three and a half stone in weight that they kept asking her for slimming advice.

Serving such a small community, the pharmacy has become an essential part of village life and the staff are used to offering more than a traditional service.

The shop already offers ear-piercing and, unusually for a pharmacy, a dry cleaning service, but Debbie wanted to develop new areas.

"Ladies used to come into the shop to use the scales, which are very accurate, and I would talk to them about how I lost weight. I

started the slimming service a couple of years ago with two ladies and now I have six," says Debbie, who is delighted to win the Norton Advantage Millennium Competition for Pharmacy Assistants.

The women taking part visit the shop once a week to be weighed and there is a chart in the pharmacy so they can map their progress. Four of the ladies come every Monday with two attending in midweek.

The scales are by the door which can cause a giggle or too, but it all adds to the friendliness of the service and allows the ladies to discuss how their own diets are progressing – and whether any of them have been tempted to stray.



Debbie O'Callaghan, proud winner of the Norton competition



Pharmacy owner Elizabeth Pinnion nominated Debbie

"I give general advice on dieting rather than exercise as these are more mature customers. One has had both hips replaced, for example. I will usually spend 10-15 minutes with them discussing their needs and discovering how successful they have been keeping to the diet that week.

"Most of them know what they should and should not be eating and really only need support and encouragement," says Debbie, who lost weight by joining a slimming club. When she left she continued to follow the advice she had been given there, which, she says, required considerable willpower.

Ladies do not pay to join the pharmacy scheme – although they are asked to make a donation to the Red Cross using the charity box situated on the counter. Nor is there any limit on how long they can take part, but most have a target weight they want to reach.

Debbie is keen to expand the idea and she has begun to work closely with the nurse based at the local GP surgery. "When ladies approach me I tell them that if they are considering dieting they should talk to their GP first. The nurse at the surgery will hand out leaflets and she will talk to them about our scheme."

Debbie is looking at other ways to take the initiative forward. She is considering introducing prizes as an added incentive, and she would like to get some men to take part. "There are a few men in the village I would like to get on those scales," she jokes.

Managerial support

Pharmacy owner Elizabeth Pinnion nominated Debbie for the Award, and says the slimming advice service has been a huge success.

"Debbie was born and bred in the village and the scheme works because the women trust her. She is a role model for them and from the pharmacy's point of view it demonstrates that we care and are genuine. We spoil our customers rotten really," she says.

Chemist & Druggist editor Patrick Grice, who sat on the judging panel, says Debbie won because her idea is very customer focused. "As the entry was submitted by a pharmacy owner it

shows welcome recognition for an initiative devised by a staff member. There is a strong personal element to this scheme and having lost 3.5 stone herself, Debbie is in the perfect position to advise others on losing weight and eating healthily.

"Importantly, the service encourages customers to revisit the pharmacy to check their progress and this builds customer relationships."

...and in second place

Second place went to a joint effort from Tracy Coulthard and Valerie Townsend, who work at the Charing Pharmacy, Ashford, Kent.

Tackling smokers who want to quit in an up-front yet non-threatening manner with plenty of back-up and support earned Tracy and Valerie the runners-up prize.

They identified there were many customers who wanted to stop smoking, but they needed a strong positive message to encourage them to kick the habit for good.

Tracy and Valerie decided the best way to achieve this was to provide eye-catching information. Laminated cards were displayed on the counter and these were used to explain the benefits of giving up, as well as emphasising the dangers of smoking. Health information was made available for customers to take away.

The benefits of quitting were displayed in a clear and easy-to-read way and demonstrated how smokers' lives would improve almost immediately once they gave up. For example, they could see that

after as little as 20 minutes their blood pressure and heart rate would return to normal, within one hour their circulation would improve and within a day their lungs would work better.

They are also told that after 15 years their risk of coronary heart disease and death returns to normal. One information sheet stressed to smokers just how much they spent on their habit.

The 'Counting the Cost of Smoking' chart revealed that, based on a price of £3.90 for a pack of 20, someone smoking five cigarettes a day would spend £3,540.50 in 10 years, while someone on 60 a day would spend a staggering £42,705 over the same period.

Another sheet displayed the components of the cigarette so that customers could see that cigarette smoke contains more than 4,000 chemicals including 40 known carcinogens.

Both Tracy and Valerie gained valuable knowledge of the subject by attending the NPA's smoking cessation course on nicotine replacement therapy.

Their customer service initiative was nominated by pharmacy manager Derek Meadows. He says: "Tremendous results have been achieved by giving the message in this way, and those trying to give up have been given strong positive support."

The judges were impressed, too, with the NPA's Trevor Williams remarking that the 'stop smoking' programme showed how identifying a consumer need and planning a strategy to respond can reap dividends for the pharmacy business.

"Tracy and Valerie have given a succinct insight into the practical support available to their customers. Teamwork is to the fore and the staff have made great use of the resources that Derek Meadows provided," he says.

C&D editor Patrick Grice also praised the scheme. "It must be difficult for smokers not to get the message, but importantly potential quitters are well supported, something that is well-recognised as crucial for success. Staff also appear to have been adequately trained to support the initiative," he says.

Norton Advantage would like to thank all the entrants in the Millennium Competition for Pharmacy Assistants for their contributions and congratulate Debbie O'Callaghan on her winning customer service initiative.



Debbie weighs in a customer at Bardney Pharmacy

Lemsip still number one for cold comfort

As winter approaches, it's time for pharmacies to stock up in time for the inevitable onset of the cold and flu season. Lemsip continues to be the number one selling cold and flu brand, with a 26 per cent¹ share of the market, providing 15 per cent¹ growth year-on-year.

Lemsip's continual investment in product innovation, in-store merchandising and consumer communication will ensure that pharmacies can maximise their profits from the cold and flu fixture.

In recent years there has been a massive increase in sales of higher value branded products such as Lemsip Cold + Flu Max Strength. The cold and flu market growth continues to be fuelled by the 'power' and 'max' variants, which now comprise almost a quarter of all cold and flu purchases.

Consumers perceive that they are working harder and that keeping going is more important, therefore they seek more powerful medicines. This is demonstrated by the Lemsip Cold + Flu Max Strength range, that has almost



doubled its sales compared with a year ago¹.

Lozenge Lift Off!

This season also sees the launch of another new product for Lemsip, with the new Lemsip Sore Throat Anti-Bacterial Citrus Fruits Lozenge, which contains vitamin C. The lozenge offers consumers another hardworking, great tasting alternative to the traditional blackcurrant and lemon sore throat lozenges currently on the market.

Lemsip Sore Throat Anti-

Bacterial Citrus Fruits Lozenges contain hexylresorcinol which has an effective double action – antibacterial and local anaesthetic – to combat the infection and provide effective pain relief from sore throats.

The new lozenge has been launched following the success of the Lemon and Honey flavoured Lemsip Sore Throat Anti-Bacterial Lozenges (with hexylresorcinol). Since their launch last year, Lemsip Sore Throat Anti-Bacterial Lozenges have shown incredible growth. After less than a year in the market place, they have outsold many established brands to become the sixth fastest selling sore throat lozenge².

GSL Products Driving Market

Although P products account for half of all cold and flu remedies sold in pharmacies, it is the GSL products, such as the Lemsip Max Strength range, that are driving market growth. So it is vital to stock a good range of fast selling

GSL products to meet consumer demand, and boost profits.

Lemsip is the number one selling cold and flu brand within pharmacy, and is the key driver of cold and flu market growth. With pharmacists asked about colds and flu more than any other complaint, it is essential to stock the top selling brands, as consumers tend to be very loyal to their preferred brands.

Indeed studies have shown that over a quarter of customers will go elsewhere if their chosen variant from their preferred brand is not available³.

The continuing trend towards self-medication of minor illnesses, encouraged through NHS initiatives, has resulted in pharmacists being increasingly relied upon by consumers for good advice and recommendation. Coupled with the increasing concern on the overuse of antibiotics, pharmacies play an ever-important role in offering customers products for relief from cold & flu symptoms.

For further information contact 01482 326 151.

Always read the label/leaflet.

References:

- 1: Information Resources: Total Chemists Value Sales 52 weeks to Jun '00
- 2: Information Resources: Total Chemists 12 weeks CROS to Feb '00
- 3: Ipsos: RSL March '99



Lemsip and the sword and circle symbol are trademarks.

ESSENTIAL INFORMATION – LEMSIP SORE THROAT ANTI-BACTERIAL LOZENGE Active Ingredients: Each lozenge contains hexylresorcinol BP 2.4 mg. Also contains propylene glycol and 2.4 g total sucrose and glucose. **Indications:** As an antiseptic, demulcent and local anaesthetic for the relief of sore throat and its associated pain. **Dosage Instructions:** Adults and children aged six years and over: One lozenge dissolved slowly in the mouth every three hours or as required. Do not take more than 12 lozenges in 24 hours. Not to be given to children under six years. **Contraindications:** Hypersensitivity to any of the ingredients. **Precautions and Warnings:** Keep out of the reach of children. If symptoms persist consult your doctor. Not to be given to children under six years. **Side-Effects:** None known. **Retail Sale Price:** 24 lozenges £2.05. **Marketing Authorisation:** 0094/0019. **Supply Classification:** General Sales List. **Holder of Marketing Authorisation:** Ernest Jackson & Co Ltd, 29 High Street, Crediton, Devon, EX17 3AP.

Gayle is the OTC/Miners face of 2000

Many congratulations to Gayle Dolman, winner of our OTC/Miners Model of the Year 2000 competition.

The first competition of the new century attracted a record number of entries.

With so many fabulous faces to choose from, judges Tony Lamb, art editor of OTC, and Elisa Mirra, PR manager for Miners Cosmetics, found it hard to decide on the winner. But they both agreed that Gayle had a special quality which made her entry stand out.

Gayle is 22 and lives in Burton-on-Trent, Staffordshire. She is already a pharmacy veteran, having started working in the Dean and Smedley pharmacy at Woodville eight years ago as a Saturday girl!

Although she is now at university, studying for a degree in marketing, she still works part-time, fitting her job round her university course. She told us: "I love working there."

News of her win came as a big surprise and it took some time to sink in.

"I still can't believe that I won," she said. "When the phone rang I was sure you had got the wrong person."

Gayle loves experimenting with hair and make-up, and she can't wait to pick up some tips from the professionals when she travels to London for her day in front of the cameras.

You'll have a chance to see the results of the photo shoot, when a top hairstylist and Miners make-up artist Caroline Donnelly give her three new looks. Gayle will be our cover girl for the next issue of OTC and she will be featured in two issues early next year.

As well as her modelling day, Gayle wins Miners products worth £100 and three large-format portrait prints of her new looks.

The three runners-up, who each win Miners products worth £25 are: **Fatima Begum**, from London; **Cheryl Thwaites**, from South Yorkshire; and **Sajal Patel** from Isleworth.

Congratulations to them all.



Fatima Begum



Cheryl Thwaites



Gayle Dolman



Sajal Patel

miners



Medicine or supplement?

When is a medicine not a medicine but a dietary or herbal supplement?

Zita Thornton guides us through the maze

Pharmacy customers may wonder why they can pick up some medicines, such as aspirin, from the shelves along with food supplements such as glucosamine or vitamins, while the sale of other products must be supervised by the pharmacist or obtained with a prescription.

They may be further confused when they pick up a natural product and find there is no information on the label as to its uses, or warnings about what care should be taken.

As a pharmacy assistant, you are the person most likely to be on hand to

answer their questions, so your way of explaining the differences between licensed medicines and natural or dietary supplements is important. It is also essential that you get the message across to customers that, despite the lack of warnings on the packet, natural or dietary supplements should be treated with the same respect as any kind of medication.

The word 'natural' does not necessarily mean that the product has a complete absence of side effects, no danger in exceeding the recommended amount or no

effect on existing medicines. Customers should use the same caution when taking a variety of supplements as they do with licensed medicines and they should always tell their GP what they are taking.

Licensed medicines

It takes a lot of research, time and money for a licence to be granted to a medicinal product.

First of all, a pharmaceutical dossier has to be compiled which looks at the chemistry, pharmacy, purity, stability, quality and formulation of the product. Next, pre-clinical trials must

take place involving animal safety-testing and these are followed by lengthy clinical trials. The tests may take up to seven years to complete and it can cost several million pounds for a drug to be officially recognised as a treatment for a specific condition.

If it is thought that the drug could be useful for an additional condition, it must again go through pre-clinical and clinical testing before the new use is approved.

Having been granted a licence, medicines can be promoted for specific conditions and will be

the manufacturer cannot make any claims that the product is suitable to treat a specific illness. Many of these supplements are produced by small manufacturers, who find it is not commercially viable to develop them as medicines, but the fact that a product is not licensed does not mean it does not work.

For instance, taking folic acid during early pregnancy was thought to prevent neural-tube defects, but the evidence was anecdotal. However, when the MRC initiated clinical trials, it was proved scientifically that folic acid worked.

On the other hand, when the American Medical Association published the results of tests on seven natural products, three of the seven were judged no more effective than a placebo.

The problem with unregulated products is that customers may believe that what is produced by one manufacturer will be standard for another. In fact, the preparation and the quality is likely to be different. Of more than 100 products tested by an independent company for purity, absorption and the correct ingredients, one third failed.

Many reputable companies carry out their own trials. For instance, in the last 15 years, many clinical trials have been carried out into the use of St John's Wort for treating depression. More than half involve Lichtwer Pharma, which manufactures the Kira St John's Wort product. The trials included pharmacological investigations, drug safety and the effectiveness of the anti-depressant activity.

However, German research carried out three years ago found that 20 per cent of patients taking St John's Wort suffered some side effects and earlier this year the herb was found to interact with HIV medicines.

The problem is that there are more than ten different active chemicals in St John's Wort and scientists are finding it hard to establish the properties of them all.

Given the lack of regulated manufacturing standards for these natural products, customers should be encouraged to buy from reputable manufacturers to reduce the risks.

Dietary essentials

There are certain essential nutrients, such as vitamins and minerals, which have

Supplementary issues

● **Consumers and even some health professionals can become confused by the various intake figures which are stated for individual vitamins and minerals. The Recommended Daily Allowance sets the amount required to prevent a deficiency while Upper Safe Levels are set for short and long-term use of supplements, and Tolerable Upper Intake Levels are the total intake derived from diet and supplementation. These levels are frequently amended following new research and the Health Supplements Information Service web site has a comprehensive table which also shows the average intake of each vitamin and mineral for men and women. The site is at: www.hs.is.org and you will also find factsheets on many of the most popular herbal remedies which you can use to update your knowledge**

● **Keep an eye on regular customers and try to take them aside for a chat if they are frequently buying large quantities of one particular supplement or if they are buying several different supplements at one time. You will need to exercise your powers of diplomacy, but it is important to point out that if people take 'cocktails' of supplements, especially if some of these are multivitamins or minerals, they need to check carefully that they are not having too much of one particular vitamin**

● **10 good reasons why people may need supplements**

1. **Children, teenagers, vegans and others who avoid dairy produce, as well as women nearing the menopause who want to guard against osteoporosis, may want to take extra calcium**
2. **Those with skin problems, such as eczema, and PMS sufferers may benefit from taking evening primrose oil**
3. **Women considering pregnancy should take folic acid before conceiving and for the first weeks of pregnancy to help avoid neural-tube defects**
4. **Osteoarthritis sufferers and those wanting to maintain healthy joints may benefit from glucosamine sulphate**
5. **Vegetarians and vegans might consider iron supplements, as the iron from non-meat sources is less well-absorbed than iron from meat sources, and some food and drinks (such as tea) can inhibit iron absorption. All women of childbearing age need to maintain iron sources which are depleted by menstruation, and during pregnancy by the growing fetus.**
6. **Athletes, older people and those with busy and stressful lifestyles may benefit from extra vitamin B3**
7. **PMS sufferers may find vitamin B6 helpful and so may people on high protein diets. The contraceptive pill and HRT can also deplete levels of B6**
8. **Vegetarians and vegans may need extra vitamin B12, as this not found in plant foods other than those, like breakfast cereals, which have been fortified**
9. **Convalescents, heavy drinkers, smokers, athletes, older people and those with active lives may benefit from additional vitamin C**
10. **People who have little or no exposure to sunlight, vegetarians, vegans, pregnant and breastfeeding women, older people and those concerned about osteoporosis may consider vitamin D supplements**

been identified by nutritionists as a necessary part of a balanced diet. There are many reasons why people may be deficient in one or more of these nutrients and need to take supplements. Some supplements will have product licences for proven nutritional aspects, for instance, vitamin B where there is a known deficiency. Some will have a scientific background and be made to a standard preparation – for instance, Vitamin C – and in this case customers know that any brand of vitamin C they buy will be the same.

Other uses of dietary supplements are still being investigated and the results of new research are published frequently.

If your pharmacy has access to the internet, there is a US site which offers useful information about medicines, including natural and dietary supplements. It includes warnings about side effects, drug interactions and who should not use them:

www.healthatoz.com/atoz/drugGuideHome.asp

The site's alternative and complementary centre also includes information on the safety of ten herbal preparations.

Crossing boundaries

Some supplements do cross the boundary into the category of licensed medicines, but

Continued on P22 →

acked up with information on the label and leaflets giving information on dosage, usage, interactions and contraindications.

All brand-new medicines are available, initially on prescription Only. Once safety has been ascertained over a period of time, permission can be granted for P sales and then GSL.

Some medicines, such as aspirin, have been around since long before testing procedures were initiated, so they have never been through the clinical trials and have been tested by me. However, any new, specific uses, such as the use of aspirin in heart disease, would have to undergo investigations.

Natural supplements

While a few natural products go through the formal licensing procedure, many are sold as unlicensed supplements. In this case,

Continued from P21

only for specific disorders.

Evening primrose oil is unusual in that it is a natural supplement which does have a product licence. However, although it seems to have far-reaching benefits – from counteracting symptoms of PMT to reducing the severity of attacks in multiple sclerosis sufferers – it is only licensed

to treat mastalgia and is available on prescription to treat eczema.

Similarly, there have been clinical trials on fish oil for all sorts of diseases, including inflammatory bowel disease and arthritis but, as yet, the only product licence which has been granted for fish oil is for people who are at risk from heart disease and who need to reduce the level of fats in their blood.

Learn more about supplements

The Health Supplements Information Service is running a series of free seminars designed to help pharmacy assistants find out more about supplements. The topics covered include what supplements are for, how much to take and which to choose.

The seminars take place in London on October 3, Glasgow on October 26, Manchester on November 9 and Cardiff on November 30.

All four seminars, which are held in the evening, will be presented by eminent speakers from the world of nutrition, along with the Advisory Panel of the HSIS. They will be chaired by Dr Margaret Ashwell, programme advisor for the FSA Optimal Nutrition Status and consultant nutritionist to Marks & Spencer.

Among the speakers will be Dr Wendy Doyle, a research fellow at the University of North London and an expert in nutrition in pregnancy; Dr Margaret Lawson, a senior lecturer in paediatric nutrition at the Childhood Nutrition Research Centre at the Institute of Child Health; and Dr Derek Shrimpton, an observer on the Expert Group on Vitamins and Minerals of the Joint Food Safety and Standards group of MAFF and DoH.

If you would like to attend one of the sessions, you can register by calling Melanie Hollister at the HSIS press office on 020 7761 1716.



Who can
treat the

ins



An effective, soothing treatment for
internal thrush infection.

Product Information: Presentation: Canesten® Once Cream containing clotrimazole 10% w/w. Canesten® Thrush Cream contains clotrimazole 2% w/w. **Indications:** Once Treatment of candidal vaginitis. Thrush Cream Treatment of associated candidal vulvitis. Thrush Cream should be used as an adjunct to treatment of candidal vaginitis. **Dosage and Administration Adults:** Once Insert the contents of the filled applicator (5g) intravaginally. Thrush Cream Apply to the vulva and surrounding area two or three times daily and rub in gently. **Children:** Once Paediatric usage is not recommended. Thrush Cream There is no clinical experience of Canesten Thrush Cream in children. **Contra-indications:** Hypersensitivity to clotrimazole. **Warnings and Precautions:** A physician should be consulted if this is the first time the patient has experienced symptoms of candidal vaginitis or if any of the following are applicable: more than two infections of candidal vaginitis in the last six months; previous history of or exposure to partner with a sexually transmitted disease, pregnancy or suspected pregnancy, aged under 16 or over 60 years; known hypersensitivity to imidazoles or other vaginal antifungal products. Medical advice should be sought

10% and 2% cream treatment for thrush

Putting period to pain

*Period pain can disrupt life at home, at work and at school for millions of women. Consultant pharmacist **Mary Allen** FRPharmS offers advice on helping customers who can't afford to put their life on hold every month*

Period pain, or dysmenorrhoea, is very common – at least half of all menstruating women are thought to be affected at some time in their lives.

Dysmenorrhoea is a frequent cause of time lost from school or work, and can interfere with daily living.

It is usually classed as primary or secondary:

- Primary dysmenorrhoea is more common and is thought to result from contractions of the uterus (womb). There is no identifiable underlying abnormality.

- **Secondary dysmenorrhoea** refers to period pain associated with an underlying disorder such as endometriosis, and occurs in fewer than 25 per cent of all sufferers. Secondary dysmenorrhoea must be investigated by a doctor, and is not dealt with here.

Period pain is felt as a mild, cramp-like pain in the lower abdomen. Sometimes the discomfort extends to the lower back and upper thighs. It usually occurs shortly before or at the beginning of the period and lasts for one or two days. It occurs only in ovulatory cycles – that is, when an egg has been released.

Younger women tend to be more vulnerable and primary dysmenorrhoea usually becomes less severe with age, and after childbirth. While 50 per cent of women suffer from period pains, only about 10 per cent suffer so severely that it interferes with daily life.

Women with active period pains have been found to have increased levels of hormonal chemicals called prostaglandins in their blood. Prostaglandins cause the uterus to contract (and,

in fact, are used to induce labour for this reason). Lack of exercise and stress are thought to adversely affect period pain.

What treatment is available?

It's important to encourage sufferers to make sure they get enough rest and sleep generally. Regular exercise and relaxation techniques may help to reduce symptoms and rest and a hot-water bottle may help to relieve symptoms once they occur.

Before recommending any over-the-counter medicines you should ask the questions in the box above right and you should discuss with your pharmacist which customers he or she wants referred to them. Customers older than the mid-20s should be referred to the doctor.

Anti-inflammatory

Questions to ask:

- Can you describe the symptoms?
- Where is the pain?
- Have you had similar symptoms before?
- If so, for how long?
- How long does the pain generally last?
- Have you taken anything before to treat the symptoms?
- If so, did it work?
- Have you noticed any change in your periods lately?

analgesics (NSAIDs) are the medicines of choice to treat primary dysmenorrhoea. They work by inhibiting the activity of the prostaglandins which are causing the uterine contractions. Ibuprofen is the key NSAID available over-the-counter and is very effective. *But,*

Continued on P24 →

outs

of vaginal thrush?

An effective, soothing
treatment for the fast relief
of external symptoms.



Canesten CAN

Because thrush has both an internal infection and external symptoms (91% of vaginal infections also have vulval symptoms) it requires treatment at both sites.

Recommend Canesten Once and Canesten Thrush Cream, the ideal combination of cream treatments for both the internal infection and external symptoms.

And at a price that may also come as a relief to your customers.

if the patient has any of the following symptoms: irregular vaginal bleeding, abnormal vaginal bleeding or a blood-stained discharge, vulva or vaginal ulcers, blisters or sores, lower abdominal pain or dysuria, any adverse events such as redness, irritation or swelling associated with the treatment, fever or chills; nausea or vomiting, diarrhoea; foul smelling vaginal discharge. If no improvement in symptoms is seen after seven days, the patient should consult their doctor. These products may damage latex contraceptives therefore patients should use alternative precautions for at least five days after using them. **Side-effects:** Rarely, local mild burning or irritation immediately after use. Hypersensitivity reactions may occur. **Use in Pregnancy:** Only when considered necessary by a physician. If using Once take extra care when using the applicator to prevent the possibility of mechanical trauma. **RSP Number:** E7 89 Thrush Cream: 20g tube, £4.49. **MA Number:** Once PL 0010/0136 Thrush Cream PL 0010/0077. **MA Holder:** Bayer plc, Consumer Care Division, Newbury, Berkshire RG14 1JA. **Legal Category:** P. **Date of Preparation:** August 2000. **Reference:** 1. Data on file. Bayer UK.

® REG. U.S. PAT. & TM. OFF. TRADEMARK OF BAYER AG, BAYERN, GERMANY.  ALL RIGHTS RESERVED.

Canesten®

clotrimazole

the ins

Canesten Once

(clotrimazole 10%)

The effective cream alternative to pessaries
or oral treatments for internal thrush



Canesten Once is the one-shot application of 10% clotrimazole for women who like a soothing cream treatment.

The pre-filled, easy-to-use applicator delivers the dose directly to the site of infection with less mess and no fuss.

Recommend Canesten Once for your customers who want to clear their thrush fast and who prefer a cream to a pessary or oral treatment.

10% cream for effective, soothing
treatment of internal vaginal thrush

Canesten CAN

Canesten

clotrimazole

Full product information is available on request from Bayer plc,
Consumer Care Division, Newbury, Berkshire RG14 1JA

Continued from P23

always check that the customer is not asthmatic or otherwise sensitive to ibuprofen, before selling. Ibuprofen should be taken in doses of 200-400mg three times a day when the pain is a problem. It works best for period pain if it is taken at regular intervals, rather than waiting for the pain to come back. Some women know when their period is likely to start, and may benefit from starting to take ibuprofen from the day before.

Aspirin, another member of the NSAID group, may be a helpful alternative, but it is thought to have less effect in inhibiting prostaglandins. Paracetamol is an effective painkiller, but has less effect on prostaglandin activity as it is not an anti-inflammatory.

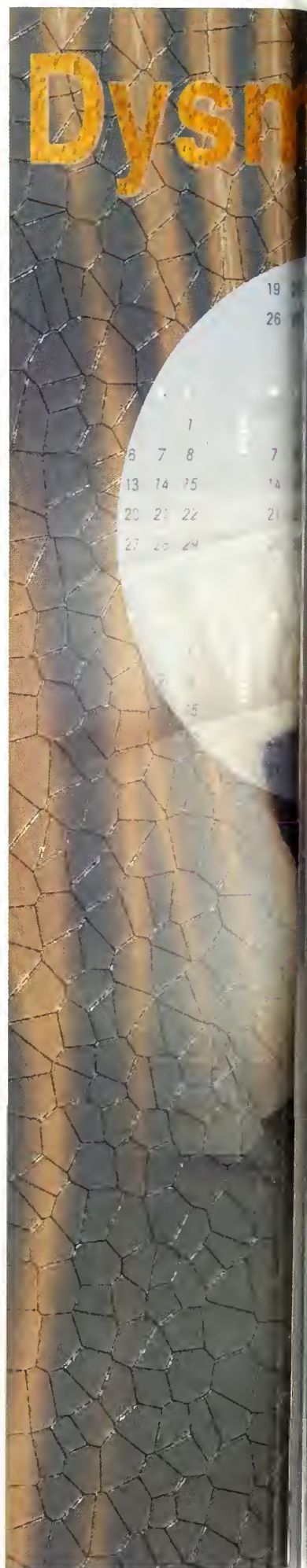
Some medicines include hyoscine, an antispasmodic drug, which, in theory, helps to reduce the cramps associated with dysmenorrhoea. However, hyoscine is poorly absorbed into the blood stream when taken by mouth.

Ibuprofen works well for most women, but a small minority may find that they need to visit their doctor who may prescribe a different NSAID such as naproxen or mefenamic acid, which have both been found effective in treating period pain. A study of various trials reported in the medical journal, *Bandolier*, found that naproxen, ibuprofen and mefenamic acid were effective in controlling period pain and that trials involving naproxen and ibuprofen reduced the amount of time away from work or school.

Doctors may sometimes decide to prescribe the oral contraceptive pill, which has been found to be effective in managing dysmenorrhoea by suppressing ovulation.

Several over-the-counter products are marketed for treating period pains. These include Feminax (paracetamol, codeine phosphate and hyoscine hydrobromide), Ibufem (ibuprofen) and Librofem (ibuprofen), and Buscopan (hyoscine hydrobromide). However, any over-the-counter medicines containing ibuprofen, aspirin or paracetamol may be sold for period pains.

Have a look to see which products you stock and discuss with your pharmacist how the individual ingredients work.





the Outs

Canesten Thrush Cream

(clotrimazole 2%)

An effective, soothing treatment for
the fast relief of **external** symptoms



Canesten Thrush Cream, twice the strength of the original Canesten cream, offers fast relief from the irritating itch that most women experience as the first symptom of thrush.

When customers ask for 1% Canesten cream for relief of external thrush symptoms, recommend 2% Canesten Thrush Cream. It is specifically designed for thrush and makes almost 30% more profit than 1% Canesten cream for your pharmacy.¹

Not 1% but **2%** cream for the treatment of the external symptoms of vaginal thrush

Canesten CAN

Canesten

clotrimazole

Full product information is available on request from Bayer plc, Consumer Care Division, Newbury, Berkshire RG14 1JA.

Reference: 1. Data on file, Bayer UK

® REGISTERED TRADEMARK OF BAYER AG BAYER AND  ARE TRADEMARKS OF BAYER AG

It may not be life-threatening but it is painful and inconvenient – consultant pharmacist Mary Allen FRPharmS has some strategies for coping with cystitis

Going for the burn

At least 50 per cent of women will experience an attack of cystitis at least once in their lives and as many as two million women may be affected in the course of a year.

Cystitis is usually caused by inflammation of the bladder or, more often, the urethra, which is the tube through which urine passes from the bladder. Most cases are caused by bacterial infection. The bacteria responsible normally live in the bowel, and are present in and around the anus. They cause no harm in their usual environment – it is only when they are transferred to other areas that the trouble begins!

Because, in women, the openings of the bowel, vagina and bladder are all very close together, bacteria can be easily transferred from one place to another. This can happen through:

- sexual intercourse
- wiping from back to front after going to the toilet
- inserting tampons.

Some women even find they are vulnerable just through wearing tight trousers.

Cystitis is far less common in men because of their different anatomy and any male with cystitis should see a doctor as soon as possible.

Treatment of cystitis

Women experiencing a single, isolated attack of cystitis will usually respond to treatment with OTC products containing potassium or sodium salts. Bacteria in the urine may make it more acidic, which causes the burning and

stinging associated with cystitis and the potassium or sodium salts make the urine more alkaline, and so less favourable for bacteria. Drinking plenty of fluids helps to flush out the bacteria.

The use of cranberry juice in the treatment of cystitis has gained popularity over

the last decade and studies have shown that cranberry juice actually stops the infective bacteria (*E coli*) from sticking to the cells lining the bladder, so they drop off and are flushed out with the urine.

Two different constituents of cranberry juice have been implicated in this activity –

one is fructose and the other is an as yet unidentified 'large polymeric compound'. Fructose is present in all fruits, but the 'large polymeric compound' has been found only in cranberry and blueberry juices, and not in other fruit juices such as orange, grapefruit, pineapple, guava



Aims

When you have read this article you should:

- understand the causes of cystitis
- be familiar with the symptoms of the problem
- recognise when a customer may need to be referred to their GP
- be able to recommend over the counter products which may help
- be able to advise customers on self-help measures to help avoid future problems

Signs and symptoms of cystitis

- painful or burning sensation when passing urine
- urgent need to pass urine, day and night, even though there may not be much urine to pass
- heavy feeling or tenderness in the lower abdomen just above the pubic bone
- blood in the urine
- smelly urine
- dark or cloudy urine
- pain or ache in the lower back
- raised temperature

NB: not all symptoms may occur

or mango. It seems to cure infection in mild cases and to prevent re-occurrence in others. Studies in the US indicate that drinking 300ml of cranberry juice per day significantly reduces urinary tract infection in older people in nursing homes. Since it does no harm, it is probably a good idea for anyone with a tendency to recurrent infection to get into the habit of drinking this amount each day.

OTC solutions

Over-the-counter products for cystitis include Canesten Oasis, Cymalon, Cystemme, Cystocalm, Cystofem, Cystoleve, Cystopurin, Effercitrate and Potassium Citrate Mixture.

When selling these products it is important always to ask customers if they are taking any other medicines. Products containing potassium, such as Potassium Citrate Mixture, Effercitrate and Cystopurin should be not be used by people taking certain diuretics such as furosemide, or drugs for the cardiovascular system known as ACE inhibitors, since these drugs can raise the levels of potassium in the blood, which can be dangerous. Cystitis products

Advice for avoiding future attacks of cystitis

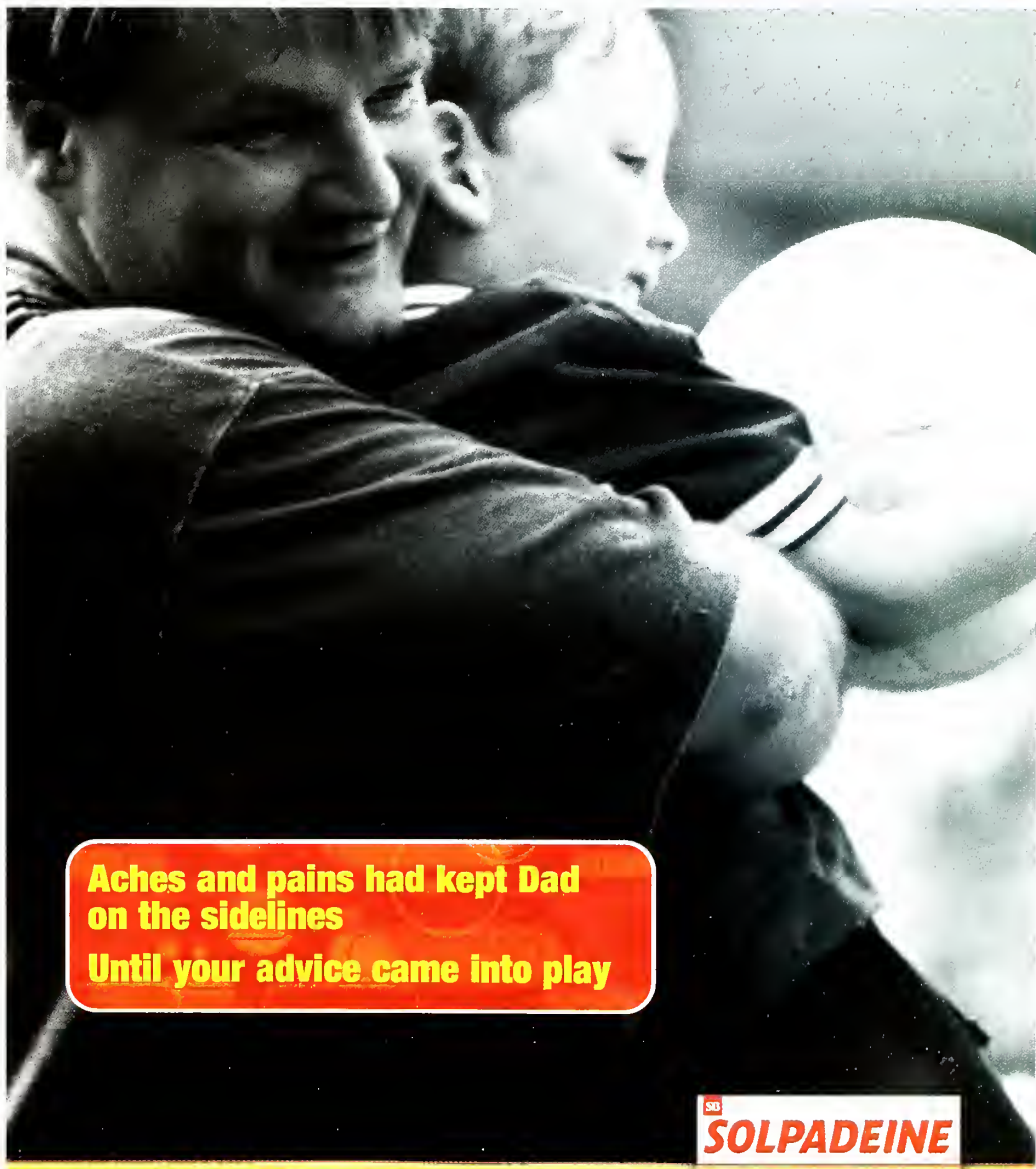
- Drink two litres of fluid daily
- Empty the bladder before bedtime and after intercourse
- Avoid the use of shower gels, bubble baths and other chemicals in bath water
- Empty the bladder completely every two to three hours
- Avoid constipation, which can affect the emptying of the bladder
- Wipe bottom from front to back

containing sodium should be avoided in people with high blood pressure, heart conditions, in pregnant women or in anyone taking certain prescription medicines including lithium. Although it may be very unpleasant, a single episode of cystitis rarely inflicts any lasting damage. Repeated or persistent episodes are more important as they may leave the sufferer at risk of more serious problems. Recurrent infection can make life miserable for the sufferer, and in some cases can lead to kidney problems. Prompt

treatment reduces the risk of future problems and anyone with severe or recurrent symptoms, or who has diabetes, should see their doctor for treatment with antibiotics. Refer to the doctor: Customers returning to buy further treatment packs Anyone with diabetes Men or children with cystitis Anyone with fever or vomiting Anyone with blood in the urine Pregnant women.

Actions

Now that you have updated your knowledge about cystitis, why not put your learning into practice? Offer customers buying cystitis products advice on avoiding future attacks Look out for regular purchasers of cystitis products and think whether they should be advised to contact their GP if they are suffering repeated attacks Reassure worried customers that a single, isolated attack is most unlikely to cause lasting damage Point out the protective role which cranberry juice can play



Aches and pains had kept Dad on the sidelines Until your advice came into play

Your good advice can really help get pain sufferers back on their feet. Recommend Solpadeine, and remind your customers that 90% of Solpadeine users stay loyal to it. Solpadeine is pharmacy-only, so every recommendation makes good professional and commercial sense.

Your recommendation makes all the difference

*Taylor Nelson Sofres Healthcare 1998. Solpadeine is a trade mark. Further information is available from: SmithKline Beecham Consumer Healthcare, Great West Road, Brentford, Middlesex TW8 9BD. Legal Category [P]



paracetamol, codeine, caffeine

Hard to digest



Jeremy Clitherow MBE FRPharmS takes a look at the causes, symptoms and OTC strategies for dealing with indigestion

In these days of high-speed living, stress and junk food there cannot be many of our customers who have not suffered from indigestion at some time. Add the occasional overindulgence and we will all instantly recognise the condition. Doctors call it dyspepsia, but customers know it better by the symptoms than any clinical title.

Customers' descriptions vary widely. They complain predominantly of discomfort in the stomach and the root cause is a combination of excess stomach acid and poor digestion of food. Probably the next complaint is high-speed living and this applies to customers' shopping practices as well as the cause of their discomfort. They come in at full speed and want instant service and relief from their symptoms. To make sure their needs

are met, we must present and merchandise products to their best advantage and that may involve a radical rethink in the way we display. The modern system is to have each category in a bay of its own – all the painkillers together and the same for indigestion preps. It will certainly help you sell quickly and scientifically if you adopt this way of merchandising. And remember to place the brand leaders and quickest sellers at the customers' eye level!

Who's suffering?

As we get older our digestive system cannot cope as well as it used to. How many times do we hear elderly customers bemoaning the fact that they have always loved cucumber/pickles/radishes etc but can't eat them any

more? It's one of the penalties of growing older.

Agitation and stress also produce indigestion. The stressed patient is for ever in discomfort and this can apply to all ages, so don't overlook the students. Exam time, resit time and the run up to results is very traumatic and it's little wonder they look drained. Remember, too, that students have always drowned their sorrows and celebrated to excess – it is a part of student life and one which plays havoc with their stomach linings. Fortunately, they heal quickly.

Smokers suffer more indigestion than non-smokers. Smoke irritates the lining of the alimentary tract and has a relaxant effect on the sphincter muscle at the base of the gullet. It means that the highly-acidic stomach contents leak past

that sphincter and cause acute inflammation to the delicate and unprotected oesophagus. This is particularly so at night when the body is horizontal in bed.

Partygoers and 'boozers' often forget that alcohol is a stomach irritant and the stronger the alcohol, the worse it affects the sensitive lining of the gullet and stomach.

Holidays are a time when most of us to forget the diet and the safe limits for boozing. Holidaymakers also leave common sense at home and tuck into the most outrageous foods. Little wonder they are suffering within a few days – it is the stomach's way of protecting itself.

Some dieters deliberately go to extremes in the quest for weight loss, completely

Continued on P30 →

LEAP INTO ACTION, REACH FOR

So next time their stomachs are getting them down give them the lift they need.



Always read the label.
Ask your pharmacist for more details.

10 tablets

Motilium 10. Gets stomachs back to work

[illegible]

forgetting that an empty stomach is a prime target for its own stomach acid. Oddly enough, the obese are also prone to suffer.

Pregnancy brings with it an increase in digestive disturbance. The antenatal clinic will be looking after the quality of the expectant mother's blood and may prescribe iron for iron deficiency anaemia. Ferrous sulphate tablets are cheap, routinely given in the NHS and can produce some awful griping, most of all if taken on an empty stomach, so tell patients always to take iron with or immediately after a meal. If the customer is pregnant, be especially careful and always consult the pharmacist.

Symptoms

Customers ask for 'something for an upset stomach.' It may be tempting to give them just that, but it is our professionalism which makes us stand apart from the self-service units and the medicine experts at the petrol stations. We ask the right questions!

We need to find out whether the problem is in the stomach, the bowel or the oesophagus (gullet) and whether it is trapped wind, colic, cramp, spasm or perhaps gastric irritation caused by other medicines.

It is important when questioning patients to choose your words carefully. We know what we mean by drugs – anything which has a medicinal activity and affects the functions of the body – but the public associates the word with heroin and cocaine. We *think* drug-induced gastritis, but *say* medicine-induced inflammation of the stomach. Aspirin, non-steroidal anti-inflammatory drugs (NSAIDs), alcohol and the chilli in the curry after the pub are the main culprits.

Customers complain of discomfort, bloating, wind, a burning sensation behind the breastbone and some will even describe the conditions of water brash, reflux and oesophagitis in detail for you – but only if you ask. The NPA training course's 2WHAM questions are invaluable to find out who it is for and what they might have been taking, or eating, to cause the problem in the first place.

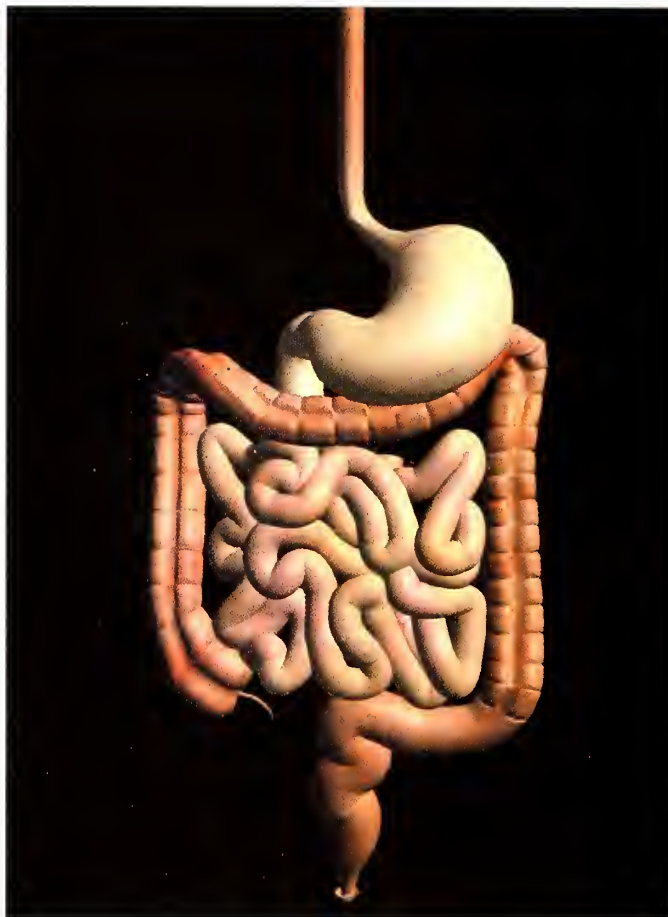
Remedies

A glass of ordinary water is

Importance of questioning

There may be all sorts of 'nasties' lurking around the corner for the unwary medicine counter assistant, so think about the 2WHAM questioning techniques. Always be aware of the possibility of a gastric ulcer, even a cancer, of heart disease and how long the condition has been troublesome. Think about pregnancy, or even recent conception, alcohol excess and less than sensible eating patterns and lifestyles. Keep the possibility of anorexia in your mind; such patients will often buy laxatives at the same time. Remember also that the remedy you eventually recommend may inactivate the antibiotic the doctor has just prescribed or even cause the enteric-coated aspirin tablet to disintegrate prematurely in the stomach.

That's the difference between your profession and the other retailers.



the oldest remedy of all. It dilutes the excess stomach acid and that's it.

The next oldest is probably household 'bicarb' – sodium bicarbonate. Its effect is immediate but very short lasting and so patients tend to overuse it and run the risk of taking excess sodium and pooling fluid. The spontaneous release of all the carbon dioxide gas that bicarb produces when it meets the gastric hydrochloric can be quite spectacular – and loud. You cannot help but burp!

Chalk, or calcium carbonate, is another vintage remedy. It has a slower action than sodium bicarbonate and lasts longer. It is largely unabsorbed, but patients must be careful to avoid excessive calcium salt

intake. Be aware that it also inactivates certain antibiotics.

Magnesium carbonate acts more slowly than calcium carbonate and has a longer lasting effect. It is often combined with other short-acting antacids to maintain the protection. But there is one major disadvantage to all magnesium salts – in prolonged use, they produce diarrhoea. It is an osmotic effect; quite safe but not always welcome. Epsom salts (magnesium sulphate) uses this osmotic property for its laxative effect.

Aluminium salts have a traditional use in antacid therapy, but their effects are less than the others. Bismuth also used to be very popular, but has now declined in use.

'Defrothicans' such as

dimethicone and simethicone lower the surface tension and allow the bubbles to coalesce, making them particularly useful for trapped wind.

'Rafting agents' are alginate-based and work by forming a 'raft' of protective froth which floats on the surface of the stomach contents. Patients who know a little about this type of therapy will often tell you that the medicine doesn't work at night and you can suggest that the patient sleeps well propped up in bed if reflux is a problem at night. Rafting agents are very good for protecting the oesophageal lining from stomach acid and are spectacularly effective if combined in one formulation with antacids.

Herbal remedies are quite popular and have stood the test of time. Peppermint is the oldest, but do make sure that any purchaser of peppermint buys the essence rather than the oil. The maximum dose of the oil is 0.2ml for an adult and it is very toxic in overdose.

Cardamom is another favourite. It is safe and has carminative properties. Indian brandee is an alcoholic extract of cardamom with added capsicum. Cinnamon, caraway and fennel are also sometimes added to herbal remedies.

'H2 antagonist' is the abbreviation for Histamine 2 receptor antagonist. These products work by blocking the receptors in the stomach lining which are responsible for the production of the hydrochloric acid. If the receptor has been selectively closed by an H2 antagonist, any circulating histamine which would normally trigger these cells to produce acid, just passes by. It is also thought that H2 antagonists block the nervous pathways in the production of stomach acid.

Cimetidine, famotidine and ranitidine are now available OTC, but have slightly differing product licensing. Their advantage over conventional antacid therapy is that they can last up to 12 hours, unlike the simple antacids which vary between minutes and four hours. Posture is irrelevant, too. The OTC variants can only be taken for two weeks before the doctor must be consulted and another disadvantage is that there can be some quite serious prescription drug interactions.

Inside information

We're launching a brand new feature in OTC, where those little tips you've picked up over the years could win you Marks & Spencer vouchers worth £25

- You may have some advice to share on selling or merchandising.
 - You may use a product you sell in a novel and helpful way.
 - You may have a special tip on using skincare, haircare or make-up products.
- If you do, share it with your fellow OTC readers. Just send your tip to the address below and in each issue we'll choose the best and publish it, with a £25 prize to the sender. Your tip could be something to help you in your job, or a little bit of advice to pass on to your customers. The only proviso is that it must relate to your job or to a product which is widely sold in pharmacy.

To start you off, here's a little *Inside Information* from people working on OTC and *Chemist & Druggist*:

Supplement co-ordinator Lesley Keen says:

- To keep your face looking tanned for just a little longer or to give it a hint of the sun in the dark days of winter, mix a little fake tan with your regular moisturiser. It gives a touch of natural-looking colour, which will deepen slightly with repeat applications. Mix the two products thoroughly and apply as normal, remembering to blend carefully over the jawline and on to the neck. Always use a fake tan product formulated for the face and it is important to test it on a small, unobtrusive patch of skin and leave for 48 hours before going ahead.

Chemist & Druggist beauty editor Sarah Thackray says:

- Standing for long periods of time at work can cause tired and aching legs and feet. To help relieve aches and pains, and stimulate the system for an evening out, try a relaxing footbath using pure essential oils. Add three drops of lavender and three drops of peppermint oil to a bowl containing enough warm water to cover your feet and ankles. Then just sit and relax until the water cools.

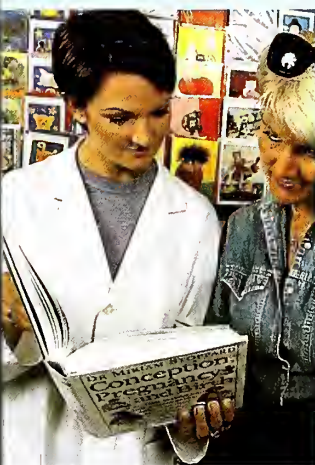
Chemist & Druggist news editor Charles Gladwin was full of ideas:

- Always remember link selling. We're coming up to the cough and cold season, so when someone buys a winter remedy, think what else they may need – tissues, something to soothe a sore nose, an eye mask for heavy, tired eyes, or even a hot-water bottle to ward off the shivers.

- There's nothing quite as powerful as personal recommendation. When the sales rep comes to merchandise a cosmetics or haircare stand, ask to try some samples. If you've used a product and like it, you can tell your customers.

Charles also suggests keeping the hard-pressed pharmacist well supplied with tea and coffee throughout the day (not in the dispensary, of course). But then he's a pharmacist, so he would say that, wouldn't he!

Please send your top tip to *Inside Information*, Over The Counter, United Business Media Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW.



The NSAID that breaks the mould...



Movelat[®] Relief is the only OTC topical NSAID that contains MPS* plus salicylic acid and with its unique mode of action it penetrates to the point of pain and inflammation.

Movelat[®] Relief provides powerful relief from acute and chronic pain whether it's muscular pain and stiffness, sprains and strains (such as sports injuries) or the pain of mild arthritis and rheumatism.

Movelat[®] Relief comes in value for money pack sizes - 40g or the economy-size 80g (and pharmacy gets an excellent POR too).

STOCK UP
FOR NATIONAL
TV CAMPAIGN



no wonder it's No.1 on prescription



SANKYO PHARMA UK Limited

Full prescribing information is available on request from
Sankyo Pharma UK Ltd, Repton Place, Amersham, HP7 9LP

Movelat[®] Relief contains MPS* (mucopolysaccharide polysulphate) and salicylic acid Ph. Eur.

Reference: BPI Prescription Medicines M2A Movelat[®] June 2000 Legal Category: [P] Date of preparation August 2000 MRH2003T

The return of glamour!

Whether you opt for baroque richness or the metallic sheen of urban chic, you'll find that make-up is back with a vengeance this autumn. *Lesley Keen* takes a look at the shades of autumn 2000

Forget the natural, casual, barely-there look which is great on dewy-complexioned teenagers and takes forever to achieve if you're over 30 – no-one can miss this year's autumn colours and textures.

The top names are divided

between two looks – with many hedging their bets and offering both. There's a choice between rich, deep wines, reds and bronzes for lips with smoky, silky eye colours and a paler, edgier and more metallic metropolitan look. Both options feature plenty of shimmer, glimmer and gloss.

The big beauty houses – never willingly underselling

their wares – are using words like temptation, seduction, wildness and pure emotion to describe the autumn collections. Here are the highlights of the season from some of the leading companies:

Almay targets women in a hurry, promising a fresh new look for skin, eyes, lips and nails in just five minutes. The new 3-in-1 Colour Stick

Clarins



Ultima II

(£6.45) in ice, peach, mauve and violet shades can be used on eyes, lips and cheeks, and four new One Coat Lipcolours (£5.75) are in the rich but very wearable shades of Berry Glow, Divine Wine, Plums Up and Currantly.

Clarins calls its autumn collection Pure Emotion. Eyes are smoky, with the emphasis on shades of grey. The Jewel Eye Highlights palette in Stormy Accents £25.00 ranges from pale metallic to a deep, stormy grey and Soft Shimmer Eye Colours (£9.50) also feature grey, along with auburn bronze and candy pink.

New shades of Rouge Eclat lipstick (£12.00) are rich Red Fusion and Brown Sensation, each with a touch of iridescence, and extra shine is added with Rouge Laque Lip Colour Glaze (£10.50) in sepia, mulberry and moonlit.

Clinique opts for metropolitan chic, and the company's director of new marketing concepts, Jane Lauder, says: "We have seen a departure from unisex fashions to more feminine, sensual styles. Make-up also takes a turn away from some



Continued on P34 → *Rimmel*

Changing the face of migraine

Propain® contains two powerful analgesics, to help relieve the pain of migraine, together with an antihistamine with anti-emetic properties. The result is an effective treatment for the symptomatic relief of migraine.

Propain® also offers value for money to your customers and an excellent POR to pharmacy.

**National Press campaign -
be ready to face demand.**



Legal Category: **P**

Full prescribing information is available on request from Sankyo Pharma UK Ltd, Repton Place, Amersham, HP7 9LP.

Contains: paracetamol, codeine phosphate, diphenhydramine hydrochloride, caffeine.



SANKYO PHARMA UK Limited

Date of preparation: August 2000.

PH2003T

of the more casual looks. Make-up is in and we are moving into a more sophisticated application."

The autumn collection – Take Aim at Colour – offers both warm and cool colours for lips and eyes, and there are plenty of ways to wear both at once by using a gloss over matte colours or adding a metallic sheen to a deep red or russet.

Eyes are velvety, with Beauty Spots for Eyes (£11.50) in colours such as Buttercream, Lemongrass and Angelfood which can be layered and built up to be as rich as you like. Lip colours offer warm and cool shades in Beauty Spots for Lips (£11.50) and Long Last Lipstick (£10.50).

Christian Dior opts for the muted look called Distinctively Dior. The company says the colours are 'stolen from nature' with textures 'stolen from couture'. Three five-colour eye palettes (£29.00) are in Silk Clouds with white, smoky greys and beiges; Chiffon Petals, with khakis and storm clouds to sugar-pink; and Velvet Woods offering rich muted beiges, earthy browns and sea-green.

Lips are taking on a shimmering, pearlised effect in the new Rouge Collection Lipstick colours (£13.00), with shades of Pearly Mauve, Pink Moiré, Silk Roses and Satin Embers.

Collection 2000 leads up to Christmas with the accent on metallic sparkle and shine. The Gems collection features 17 shades for eyes, lips and nails. Plastique Lip Gloss (£1.89) is in metallic pink and metallic bronze/pink and Trio Eyeshadow (£1.79) is in three metallic colourways – Rock Crystal with gold, white and silver, Ametrine with beige, icy-pink and rose and Purple Sapphires in navy, white and amethyst.

Elisa Mirra, from **Miners Cosmetics**, says the company is blowing hot and cold for autumn and winter with a "complementary combination of autumnal tinges and whitewashed hues, concentrating on sophisticated shimmers, delicate sheens, and vibrant metallics".

The company's autumn colours offer rich, opulent shades evoking 'rustic passion', and ethereal, ice-inspired 'cools' which epitomise 'urban chill.'

Miners Essential Lip

Litterdemment Dior. Photo: Tyeen



Colour collection (£2.49) has warm, natural classics in burnt berry, mocha and hot-pink shades formulated to moisturise the lips while coating them with rich, even colour.

Megadust and Idol Eyes Eye Shadows (£2.49) include loose and pressed powders in oxidized, balmy shimmers including bronze and gold, and shimmering, frosty sparkles and azures.

Miss Sporty is a relative newcomer to the cosmetics counters and its autumn colours sound good enough to eat. The Forbidden Pleasures collection offers shades of chocolate, caramel and honey. Eye colours include coffee, pearly-beige and hazel and as eye and lip colours and glosses all retail at £1.29, a little experimentation won't break the bank.

The successful **Olay** range goes metropolitan, offering sophistication combined with colours from nature. New City Shadow Liner (£4.99) incorporates an eye pencil at one end and a shadow at the other and its three-shade combinations mix soft and subtle shades

with strong, deep ones. Olay's Eyeshadow Duo combines matte taupe and shimmering twilight, which blend easily together for a cool or dramatic effect.

Metro Maroon, Spicy Red and Bronze Reflections lip colours (£6.49) are rich colours with a light-sheen finish.

Revlon is looking forward to a hot autumn with its chilli collection. Three new lip colours (£7.25) are vibrant crimson, fiery red and gold-flecked chocolatey red, while eyes are dramatic, with sultry neutrals.

Rimmel is the budget brand that has reinvented itself in recent years and its autumn colours offer plenty of gloss, shine and richness.

Temptation is the name of the game with Rimmel's versatile 3-in-1 finger colours (£2.49) in clear palettes. They can be used on eyes, lips or cheeks, adding layer over layer for more dramatic effects. The colours are warm gold, pink, toffee, claret and violet and all can be blended easily with the finger.

Vinyl Lip Gloss (£2.79) gives a high gloss on its own

or over lipstick and is available in pink, coffee chocolate, lilac and mauve shades as well as a clear option.

Ultima II calls its collection Full Metal Red, combining metallics with deep reds. New Lipchromes (£10.50) offer deep colour with metallic sheens, while eye colours (£10.50) are in copper, silver and bronze.

So whether you are an ice maiden or determined to smoulder your way through the colder seasons, you'll find something to suit your mood and your budget – just choose which statement you want to make.

We especially liked: **Almay's One Coat Lipcolour** – all four colours this autumn are rich, but very wearable, and feel smooth and comfortable on the lips.

Dior's Rose Moiré lip colour – it looks pale at first, but has a surprising depth and shimmer – and it feels fabulous to wear.

Rimmel Temptation – at £2.49 you can afford to play with all five of the colours, though Versatile, Illusion and Voodoo were favourites.

The Cambridge Counterpart training course for pharmacy assistants is sponsored by Whitehall Laboratories and Chemist & Druggist



CAMBRIDGE COUNTERPART

PHARMACY ASSISTANT DEVELOPMENT



The article on coughs on the following page is an extract from the sixth module of the Chemist and Druggist Cambridge Counterpart training course for pharmacy

assistants. Other topics covered in the full Coughs and Colds module are colds, sore throat, influenza, and children's coughs and colds.

We are including selected extracts from the course modules together with sample questions in OTC to give you an idea how the course is structured. However, to meet the standards required by the Royal Pharmaceutical Society of medicines and counter assistants, you will need to register for the whole course with its associated telephone marking system. Full details of how to join the course appear below.

TEST YOUR UNDERSTANDING – SAMPLE QUESTIONS

Only tick the boxes that are **correct** statements or **correct** answers to customer questions.



1. 'I suffer from serious heartburn; could all this coughing be making my stomach even more painful?'

☐


2. 'My husband's dry cough is keeping the family awake at night. As he suffers from a stomach ulcer, is it safe for him to take a cough linctus?'

☐


3. 'I'm six months' pregnant, and have a bad cough. Can I take some sort of medicine to relieve the symptoms?'

☐


4. 'A chesty cough can be effectively treated with an expectorant to help loosen the sputum and so bring relief.'

☐

Cambridge Counterpart is a course designed to train pharmacy assistants to Royal Pharmaceutical Society standards. This 14-part modular course is delivered by Chemist & Druggist and Whitehall Laboratories and has been accredited by the College of Pharmacy Practice.

Modules covered by the course include Summer Healthcare, Coughs and Colds, Skin Disorders and Healthy Lifestyles. Each module comprises a 5-page learning document for use by up to four assistants, together with individual assessment sheets and case studies. The pharmacist acts as the tutor, providing feedback for the assistant and help with the case studies. A pharmacist briefing pack supplied with the course contains summaries of each module, together with guidance on tutoring.

After completing each module and its corresponding assessment, the pharmacy assistants can register their scores using Chemist & Druggist's telephone marking system. The telephone marking system allows up to two test opportunities for each module and provides instant results on the phone. The scores are logged and stored on computer, and a letter with your scores is sent to you when you have completed the course. Your pharmacist is then asked to 'sign you off' before you receive your College of Pharmacy Practice certificate.

A complete set of training modules, together with assessments, case studies and briefing pack costs only £17.63 (inc VAT) and can be used with up to four assistants. Each assistant must register for telephone marking and College of Pharmacy Practice accreditation, at a cost of £29.38 per person. To register for the course, fill in the form opposite. Your pack will be sent to you within 7 days.

REGISTRATION FORM

Pharmacist

Pharmacy

Address

Post Code

Telephone Fax

Course registration fee is £29.38 per person (inc VAT)

Name £

Name £

Name £

Name £

Name £

Sub total £

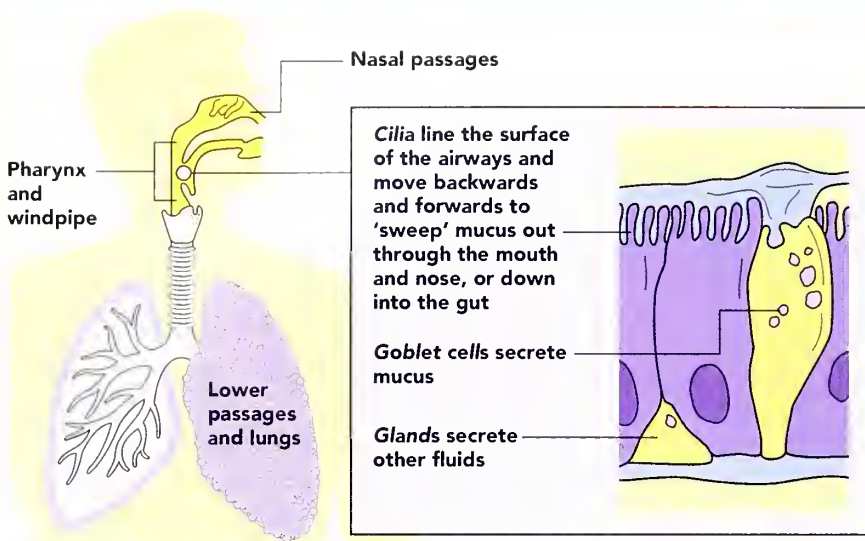
Please include () complete

sets of Counterpart modules 1–14

at £17.63 each (inc VAT) £

Total £

Make cheques payable to United Business Media Ltd and send to: Mary Prebble, Pharmacy Editorial Projects, Chemist & Druggist, Sovereign House, Sovereign Way, Tonbridge TN9 1RW



Coughing is the body's natural way of clearing unwanted material from the throat and chest. It happens automatically when something irritates the lining of the airways.



There are two main types of cough:

- a chesty, productive or 'loose' cough which brings up sputum (phlegm).
- a dry cough which is tickly and irritating but does not bring up sputum (unproductive).

Chesty coughs



Phlegm is formed when the lining of the airways fights infection or irritation by producing more of the sticky fluid known as mucus. This helps to wash away the bacteria and viruses causing infection, but the mucus can itself cause irritation which leads to coughing. Sometimes the mucus becomes thick and painful to cough up.



Treatment: a productive cough must not be suppressed as it is serving a useful purpose by removing the unwanted sputum.

Medicines for productive coughs contain expectorants which loosen the sputum or make it less sticky, so it can be removed more easily. Examples are ammonium chloride and bicarbonate, guaiphenesin, ipecacuanha, squill and terpin hydrate. How they work is uncertain and some experts believe they act mainly as a placebo. Some are thought to act directly on the lungs to increase secretions; others are thought to work indirectly by irritating the stomach, which in some way encourages mucus to be coughed up.

They seem to be more effective if sipped slowly in a small amount of hot water.

Expectorants should not be used by people with stomach or duodenal ulcers or other stomach complaints.



Steam inhalations, perhaps with menthol and eucalyptus or Friar's Balsam (compound tincture of benzoin), may also help (see under Colds).

Dry coughs



These can result from smoking and other air pollution. The act of constant coughing can itself cause further irritation of the airways, setting up a vicious circle.

Sometimes, in colds, secretions from the nose run back into the throat, leading to irritation and coughing.



Treatment: sipping water may do the trick. Sucking pastilles such as glycerine and honey helps soothe the irritation, as does simple linctus, which is inexpensive and

safe and is also available as a paediatric (children's) version. These soothing products are known as demulcents.

Dry coughs need suppressing only if they are a nuisance during the day or keep you awake at night. Cough suppressants (antitussives), such as codeine and pholcodine, work by reducing the sensitivity of the cough centre in the brain to nerve impulses from the airways. Codeine tends to cause constipation and can be habit forming; pholcodine and dextromethorphan are less likely to cause these problems, but they should still be recommended only for short periods. All may cause drowsiness. They are not generally recommended for children and should be avoided by those under one year old. They should be used only on a doctor's advice by those with kidney or liver disease.

Antihistamines such as diphenhydramine and promethazine are sometimes used as cough suppressants. If a cough is accompanied by a cold they may be useful in drying the nose and stopping mucus from running back to irritate the throat. They may cause drowsiness and they enhance the sedative effect of alcohol; they should not be used by people with glaucoma or prostate disease.

Other ingredients of cough mixtures

Bronchodilators such as pseudoephedrine and theophylline are sometimes included to relax the muscles in the airways and make breathing easier. They can also ease congestion in the nose. They should be avoided by people with high blood pressure, heart or liver disease, peptic ulcers or an overactive thyroid. People with asthma may already be taking bronchodilators, so they should consult a doctor first. The effect of theophylline is increased by cimetidine so the two should not be used together.

Menthol is widely used in cough and cold remedies. It is often described as a decongestant, but recent thinking is that this is not its true action. Instead, menthol seems to increase the sensation of air flowing through the nose, making it feel clearer.

It is thought to suppress coughs by acting on nerves in the upper airways. It is also a popular ingredient in steam inhalations, both to clear the nose and to act as an expectorant by making the mucus in the airways less sticky.

Combination remedies

Some cough mixtures have been criticised because they appear to contain illogical combinations of ingredients, for example, an expectorant for a chesty cough combined with a suppressant for a dry cough. As there are so many cough preparations to choose from it is most sensible to recommend those which have the most logical formulations. This is something you could discuss with your pharmacist.

Sugar and alcohol

Sugar-free cough medicines are more suitable for people with diabetes. Some cough mixtures contain a high percentage of alcohol; check the packs so you are aware of these.



Advice:

- any smoker who has a cough should stop, preferably for ever but at least until the cough has cleared. Smoke irritates the lining of the airways and makes coughing worse. Non-smokers should try to keep out of smoky, dusty atmospheres.
- sudden changes of temperature can provoke coughing. In winter, it is best to stay inside and keep warm.
- drink plenty of liquids.



Refer to the pharmacist:

- if the cough is no better after a week
- if the cough keeps coming back
- if there is breathlessness, wheezing, chest pains or marked unintentional weight loss
- if the sputum is a thick, yellow, dirty green or blood-stained
- coughs in young children
- people taking other medicines
- pregnant women
- people with asthma.

Oh Baby!

Parents are understandably worried when their babies fall ill, and they need advice and reassurance. Sarah Purcell looks at some of the common ailments affecting babies and how they should be treated

Parents with babies and young children are likely to be among your most frequent customers and they'll be seeking reassurance as well as advice about their child's health.

While a baby has some natural protection to disease from his mother's antibodies, this only lasts for about six months and his own immune system takes several years to build up. This is why children are so vulnerable to illness and infection during the early years. For example, it's not at all unusual for a child to catch eight colds during a year.

Parents are naturally anxious about their baby's health and it can often be difficult to work out exactly what is wrong. They rely on you for information and advice about common minor ailments and the remedies available, so it's essential to keep your knowledge up to date.

Here we look at some of the most common baby ailments you're likely to encounter in the pharmacy.

Colds

A cold is caused by a viral infection which leads to inflammation in the lining of the nose and throat. There are more than 100 strains and it's quite usual for toddlers and young children to catch six to eight in a year.

Symptoms

A runny nose, sneezing, sore throat, headache and raised temperature are the most usual signs of a cold. Babies may find feeding difficult if they have a blocked nose.

What to recommend

- A dose of infant paracetamol can be given to babies over three months old to reduce fever and ease symptoms.

- If a baby is having trouble feeding, saline nose-drops can be given to help unblock his nose.

- A decongestant such as Karvol or Ölbas oil can be used with babies over three months. Put a few drops of oil on a hanky and tie it to

the cot, out of baby's reach, or put a few drops in a bowl of warm water and place it under the cot.

- Give plenty of fluids and try to keep the baby's bedroom humid to help him breathe – hang a damp towel from a radiator.

Coughs

A cough is usually caused by a viral infection and often follows a cold. If it persists it could be the sign of a chest infection.

Symptoms

There are two main kinds of cough – a productive cough which produces mucus and a non-productive cough, which is dry.

What to recommend

- Depending on whether the cough is dry or productive, the pharmacist can recommend an appropriate medicine. These are not usually suitable for babies under 12 months.

- For a night cough try raising the head of the cot by putting books under the legs.

- Keep the air in the bedroom moist with a damp towel or a vaporiser.

- Give plenty of warm drinks.

Possible problems

If a baby under six months develops a cough, it could be caused by a chest

infection called bronchiolitis, when the airways in the lungs become inflamed and blocked. Each year 20,000 babies under a year old are hospitalised with this condition. Bronchiolitis normally occurs between November and March. In young babies it can cause breathing difficulties and damage the lung tissues. Any baby who has laboured breathing or difficulty feeding should be referred to their GP immediately and they may need to go to hospital for treatment. Babies with bronchiolitis may be prescribed



Continued on P38 →

Continued from P37

antibiotics to prevent them from picking up a bacterial infection as well.

Children between three months and three years old are vulnerable to croup, a barking cough with laboured breathing. This usually comes on suddenly during the night, often following a cold, and the child may find breathing difficult.

This type of croup is caused by a virus and usually only lasts a couple of days. It can be treated by sitting the child in a warm, steamy atmosphere like a bathroom until breathing becomes easier. This may need to be repeated.

A much rarer form of croup is caused by a bacterial infection, and this mainly affects two-12-year-olds. This child will have a high fever, refuse food and have great trouble breathing. This type of croup needs to be treated in hospital with antibiotics.

Ear infections

An infection of the middle ear is the most common cause of earache in young children. Usually following a cold or cough, it's due to a viral or bacterial infection which has spread to the middle-ear cavity.

Symptoms

The child may pull at his ear or rub the side of his face, be irritable and generally unwell. He will normally have a raised temperature.

What to recommend

Any child with earache should be seen by a GP as an untreated infection can lead to a perforated eardrum or damage to the middle-ear cavity, which can affect hearing. Babies over three months can be given infant paracetamol to ease the pain and antibiotics may be prescribed to clear up the infection.

Colic

This affects babies aged three to 12 weeks and is thought to be caused by an immature digestive system.

Symptoms

The baby cries for hours at a time, usually in the evening, and draws his legs up as if in pain. He will be hard to comfort.

What to recommend

- Hold the baby on your lap on his tummy and rub his back. Walk around with him, rocking and stroking him.
- Always wind the baby after feeds.
- If the mother is

breastfeeding, drinking chamomile tea may help.

- Use a colic remedy such as Infacol, Dintinox or Colief.

Nappy rash

Nappy rash is very common and is thought to affect one in three babies at any one time. The majority of cases clear up within a few days. It is caused by the baby's skin being constantly exposed to moisture and chemical irritants from urine and stools. Bottle-fed babies tend to be more prone to nappy rash than breast-fed.

Symptoms

In mild cases you'll notice a few red spots around the genital region, while in the most severe you'll see bright-red, inflamed skin with oozing, infected blisters.

What to recommend

- Change the baby's nappy frequently and use cotton wool and water or hypoallergenic wipes to avoid further irritation.
- Leave the baby's nappy off for a while to allow the skin to dry out properly.
- Use a nappy rash or barrier cream such as Sudocrem, Drapolene or Johnson's nappy cream.
- Nappy rash can become infected and then the doctor can prescribe a mild steroid cream. Nappy rash can also be accompanied by thrush infection, and this should be treated with an antifungal cream.

Fever

A fever is classed as a temperature above 37.7 deg C and is usually caused by some kind of infection. Any child with a temperature of over 40 deg C should be seen by a doctor immediately.

Symptoms

The child will be generally unwell, with symptoms of pain and discomfort as well as feeling hot.

What to recommend

- Strip the child off – never add more layers. Keep the room cool.
- Encourage the child to drink fluids to avoid dehydration.
- Soak a flannel or sponge in tepid water and wipe the child's body to lower the temperature.
- Give infant paracetamol to babies over three months every four hours.

Complications

In some children aged six months to five years, a sharp rise in temperature can cause a febrile convulsion. These are quite common

and may run in families. The child becomes stiff, his arms and legs may tremble, and the eyes roll up. The child may lose consciousness for a few seconds. He should be placed face down over your knee or on the ground with his head on something soft. Once he regains consciousness, give infant paracetamol and fluids. Call the doctor if this is the child's first fit or if it recurs.

Eye infections

Minor eye problems are very common in babies and young children, but if they are dealt with quickly they should clear up within a few days.

Symptoms

There may be a discharge from the baby's eyes, they'll look red and may be watery. The baby will rub his eyes.

What to recommend

- Newborn babies often have sticky eyes and this can be cleared up by bathing with cooled boiled water or expressed breast milk.
- In older babies, conjunctivitis is likely to be the cause. Due to a viral or bacterial infection, it makes the eyes water and there may be a yellow discharge. This is very contagious and needs treatment with antibiotic drops or ointment from the GP.

Teething

A baby's first teeth usually appear at around six months and he should have a full set of 20 at around two and a half. The large molars at the back usually cause most trouble, appearing in two stages at around 12 to 15 months and 20 to 24 months.

Symptoms

The baby will dribble and the cheek where the tooth is coming through may look red. You may find him biting on things for relief. Teething is blamed for lots of things, but it doesn't cause fever, diarrhoea or vomiting.

What to recommend

- Offer the baby a teething ring which has been cooled in the fridge.
- Rub the gums with a teething gel such as Bonjela.
- Give him raw fruit and vegetables to chew on (but watch he doesn't choke).
- Give a dose of infant paracetamol to relieve pain.

Dehydration

A baby with vomiting or diarrhoea loses fluids very quickly and this can cause dehydration, which can be serious. If a baby has sunken eyes, a sunken fontanelle, dark-coloured urine, is

When to refer to the GP or hospital

Suspected meningitis

Every year there are around 3,000 cases of meningitis in the UK, although this should decrease following widespread vaccination against meningitis C. It mainly affects babies and young children, though it can occur at any age. Caused by inflammation of the membranes lining the brain it can be due to a viral or bacterial infection and can be fatal, especially if septicaemia develops.

There are many different symptoms and they may not all appear at the same time, but they include:

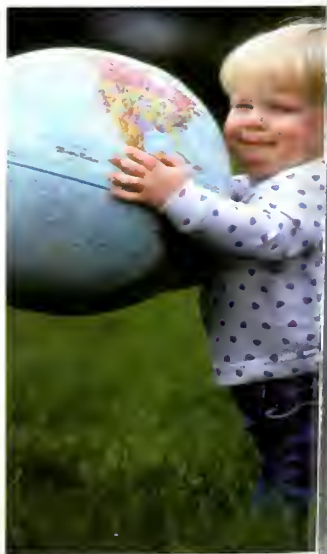
- high temperature
- vomiting
- no interest in feeding
- a high-pitched cry
- a rash which doesn't fade when a glass is pressed against it
- sleepy or lethargic
- dislike of bright light
- stiff neck

If meningitis is suspected the child will be given an antibiotic injection and admitted to hospital for further treatment.

drowsy or listless, the GP should be contacted immediately.

Breathing difficulties

Laboured breathing can be a symptom of many things, including croup, chest infection and asthma. If a child is having persistent difficulty breathing and seems unwell, contact the doctor immediately. Blueness around the lips is a very serious sign and needs immediate hospital attention.



Problems are bound to occur from time to time, but it is important to resolve them if you want to maintain customer loyalty. Training consultant **Diane Bailey** explains why you should welcome complaints

When things go wrong

As a nation, the British have been much less likely to complain than other nationalities. We have tended to walk away and not get back to the offending organisation. At worst, we might have talked to friends and family about our experience.

Now, however, a growing number of us are becoming more willing to challenge unsatisfactory goods and services and this is good news for those receiving complaints.

Customers who walk away without comment give us no chance to put things right. Additionally, they will be changing other people's opinion of and attitude towards us without us knowing anything about it.

Are complaints justified?

You will probably know from experience that a very small percentage of people are difficult-to-please and find endless reasons for complaining. Fortunately they are in the minority and all the evidence indicates that the vast majority of people who do make complaints genuinely believe there is a problem and feel aggrieved or disappointed.

The causes

Reasons for complaints include:

- products do not perform as promised
- rigid, unsuitable systems and procedures
- they receive the wrong product or one which is different from what they expected
- promises are made but not kept
- the treatment they receive while at the organisation
- the behaviour of staff and others in the business
- being disappointed or not having their expectations met
- being sold something which does not meet their needs.

Preventing complaints

Some complaints are occasioned by what happens when customers are in the

pharmacy. They may result from staff attitudes, inconvenient systems, stock shortages or another disappointment. In a pharmacy particularly, customers are more

vulnerable and may be more demanding than in other retail outlets. They come to you for advice, help and products which deal with the important areas of their health and appearance and

those of their families. Their expectations are high and any shortfall may seem disproportionately important.

Continued on P40 →



**Splitting headaches had often ruined things for her
Until you helped blow them away**

SOLPADEINE

Your good advice can really make the day for a headache sufferer.

Recommend Solpadeine, and remind your customers that 90% of Solpadeine users stay loyal to it.*

Solpadeine is pharmacy-only, so every recommendation makes good professional and commercial sense.

Your recommendation makes all the difference

*Taylor Nelson Sofres Healthcare 1998. Solpadeine is a trade mark. Further information is available from: SmithKline Beecham Consumer Healthcare, Great West Road, Brentford, Middlesex TW8 9BD. Legal Category P



paracetamol, codeine, caffeine

Customers want to be loyal – and are vital to the pharmacy's continued success – but they have a right to have high expectations. If you are tuned in to customer expectations, you will be able to sense when they are unhappy or dissatisfied and will be able to adjust things. Small problems can be nipped in the bud rather than becoming major issues.

Other complaints result from something which happens after the customer has left the pharmacy, often because the product they have bought does not do what they expect – an appliance doesn't work, make-up seems to be a different colour, the expected quantity of pills isn't there, a lotion or soap causes a skin reaction.

You can take various steps to prevent this sort of complaint, including checking that all appliances work, making sure the customer has a battery if they need one and knowing your products so you are aware of any possible reactions and can warn against them.

When things go wrong

However hard you try, problems will occur from time to time. Research has shown that customer loyalty and satisfaction can actually increase if a complaint is handled well and solved to the customer's satisfaction. Get it wrong and customer loyalty may never be recovered.

Managing complaints

It makes sense to manage and use complaints effectively by:

- taking the complaint
- actioning the complaint
- taking preventive action for the future.

Taking the complaint

Many customers find it difficult to complain. They feel let down or aggrieved, they don't know what reaction they will meet, they often have to psych themselves up and so may appear angry or aggressive. There is a proven method of receiving the complaint, which helps minimise problems:

- accept that the customer has a right to feel upset
- recognise that anger or aggression is not normally aimed at you
- give the customer

uninterrupted time to explain the problem

- check that you understand exactly what is upsetting the customer and what they want

- empathise and say you are sorry there is a problem
- suggest a solution, making sure you emphasise what is possible
- discuss the suggested solution with the customer and agree the best compromise
- take action and keep all promises you make
- analyse what caused the complaint
- report back to the pharmacy and make sure

changes are made so the same complaint doesn't happen again

Actioning the complaint

Handling a complaint is about:

- corrective action, ie getting things right for the customer with a problem and
- preventive action, ie doing what is necessary to prevent the same problem/complaint reoccurring

The customer's right to feel aggrieved

Customers have a right to expect high standards and to feel disappointed if those standards slip. Customers are doing you a favour if they bring the problem to

your attention, so treat every complaining customer with respect and regard every complaint as a problem to be addressed. Avoid, at all costs, becoming defensive.

Recognise that anger is not directed at you

Making a complaint can be difficult for customers. Their anger or aggression is usually directed at the frustration, disappointment or inconvenience they have experienced.

Stay calm and remember you are the professional. You will normally find that if you listen and show concern, even the angriest complainant will calm down

Jason Bennion



and become more approachable. Never get angry yourself or the whole situation will escalate. On the rare occasion when a complaining customer becomes abusive, just calmly state that swearing and abuse is not acceptable. In these circumstances the best thing to do is ask for help from the pharmacist or your manager.

Give the customer uninterrupted time to complain

When the customer starts to explain, show you are interested and you are listening. When you are sure the customer has finished their explanation, check for extra information by asking for further detail. It is often very useful at this stage to repeat or reflect back what the customer has told you. It confirms your interest and concern, shows the customer you care and begins the process of checking that you understand the problem.

Check that you understand the situation

It is important to take steps to clarify your understanding of the situation. Ask questions, repeat your perceptions and ask if you have got it right. This is important because it:

- continues to calm things down
- reassures the customer
- allows the customer to supply further information
- gives you time to think about a solution and what needs to be done.

Suggest a solution

You can exchange a faulty product, make up the missing quantity, supply the battery etc. But other problems may not be so simple and in these cases, you should always know what is possible. If you are not sure, check with a colleague or your pharmacist. Never make things up or suggest something just to get rid of the customer or to deflect the problem.

Check that what you propose is acceptable to the customer and realistic in the circumstances. If in doubt, ask for advice. You need to compromise between satisfying the customer and remaining within the bounds of what is possible. If the customer stays angry, or makes unreasonable demands, involve your manager or pharmacist.

Empathise with the customer

When something goes wrong, what people often want is an apology, so say

"Sorry". You don't have to take responsibility for the problem, but the phrase "I'm sorry you have a problem, let's see what we can do" is a great diffuser of anger.

Discuss the solution

Sometimes, compromise will be necessary. Explain the compromise clearly, but avoid phrases such as:

Company policy is – why should the customer care?

It's not my/our fault – it certainly isn't the customer's.

Above all, avoid blaming the customer – even where they contributed to the problem!

Take action and keep promises

When you have agreed a solution, make sure action is taken. If you make a promise, keep it – even if it is difficult or inconvenient. Breaking a promise is a sure way of irritating the customer further.

Report back

When you have handled the complaint to the customer's satisfaction, discuss it with colleagues, your manager and/or your pharmacist and identify what must be done to ensure it doesn't recur.

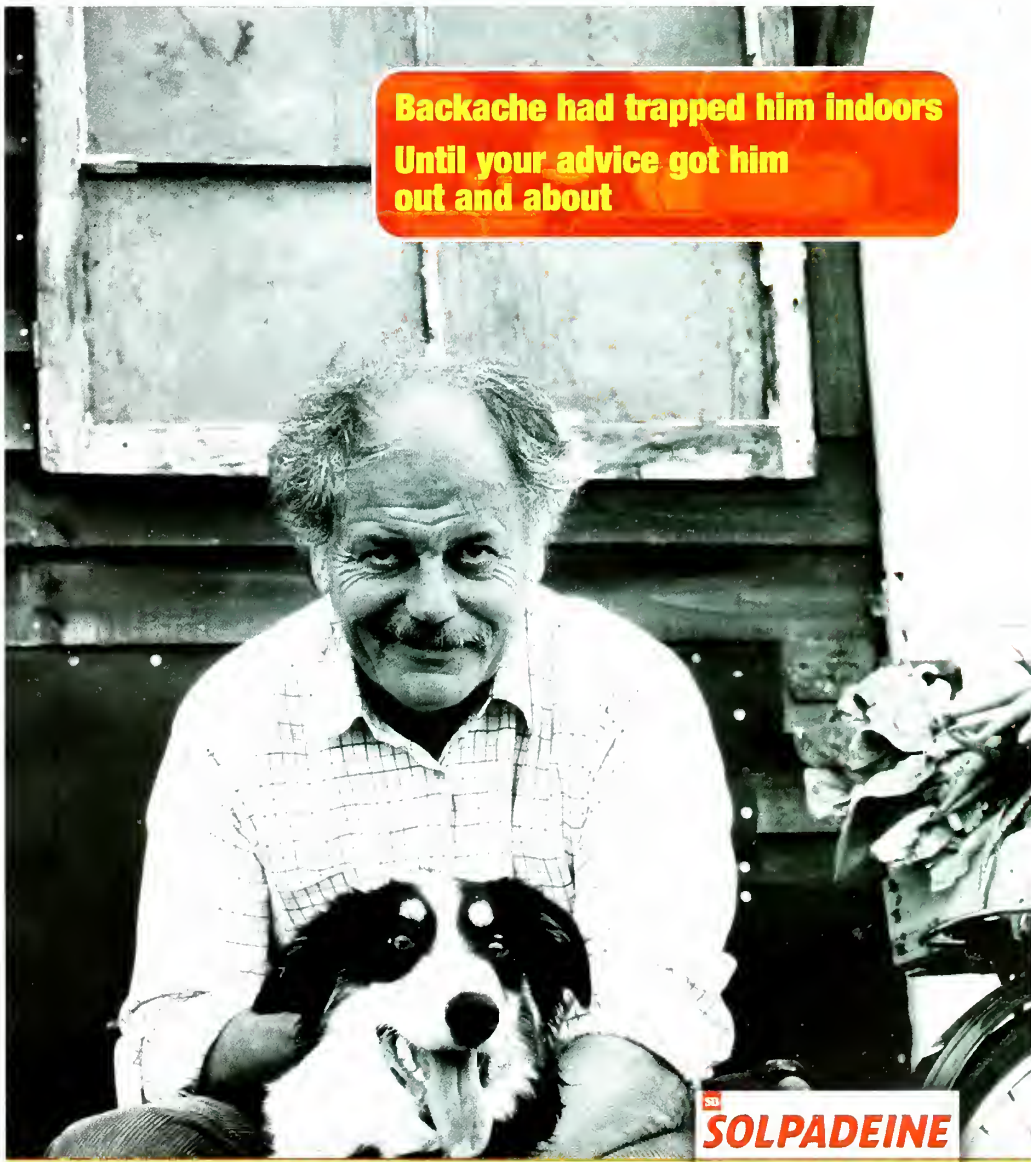
In conclusion

Welcome complaints as an opportunity to improve or change. Make sure you and your colleagues understand the likely causes of complaint:

- systems
- procedures
- products
- skills and behaviours.

Do your utmost to prevent complaints, but if one occurs, tackle it as outlined here and you will increase customer loyalty and get great personal satisfaction.

**Backache had trapped him indoors
Until your advice got him
out and about**



Your good advice can really help sort out those trapped by their backache. Recommend Solpadeine, and remind your customers that 90% of Solpadeine users stay loyal to it.*

Solpadeine is pharmacy-only, so every recommendation makes good professional and commercial sense.

Your recommendation makes all the difference

*Taylor Nelson Sofres Healthcare 1998. Solpadeine is a trade mark. Further information is available from: SmithKline Beecham Consumer Healthcare, Great West Road, Brentford, Middlesex TW8 9BD. Legal Category [P]

SOLPADEINE



PHARMACY FORMULA

paracetamol, codeine, caffeine

Test your knowledge

Everyone in the healthcare team needs continually to review and add to their knowledge. You have done this by reading the features in this issue of *Over the Counter*. Now check how much your understanding has increased by self-testing with these simple questions

BABY AILMENTS

1. How many colds is a baby likely to suffer in a year?

- a) ten to 12
- b) six to eight
- c) two to three

2. Bronchiolitis is a complication which may follow a cough. How many babies are hospitalised with the condition each year?

- a) 5,000
- b) 13,000
- c) 20,000

3. If a mother says her baby has earache, you should:

- a) recommend a paediatric painkiller
- b) refer her to her GP
- c) refer her to the pharmacist

4. Colic affects babies at which age?

- a) three to 12 weeks
- b) 12 to 24 weeks
- c) 24-36 weeks

5. Which of the following is not a symptom of meningitis?

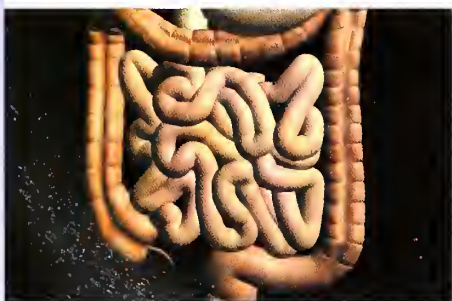
- a) low temperature

b) a rash which does not fade when a glass is pressed against it
c) stiff neck

If you're not sure about the answers, turn to page 37.



INDIGESTION



1. When excess stomach acid is a problem, sufferers may find relief by taking:

- a) a glass of orange juice

b) a glass of water
c) a glass of whisky

2. People taking rafting agents may complain that they do not work

- a) at night
- b) in the morning
- c) when they are stressed

3. Peppermint is a traditional remedy, but peppermint oil can be toxic in excessive doses. The maximum for an adult is:

- a) 5ml
- b) 1ml
- c) 0.2ml

4. Cimetidine, famotidine and ranitidine have which advantage over conventional antacids?

- a) they last up to 12 hours
- b) posture is irrelevant
- c) they last up to 24 hours

5. If trapped wind is a problem, suggest:

- a) a rafting agent
- b) simethicone or dimethicone
- c) an H2 antagonist

Check back to page 28 if you need a reminder before answering any of the questions.

PERIOD PAIN/CYSTITIS

1. About 50% of women suffer period pain, but how many find it interferes with daily living?

- a) 35%
- b) 20%
- c) 10%



2. Refer a patient to her doctor if she:

- a) is in her teens

b) is older than the mid-20s
c) is thinking of having a baby

3. Studies show that the most effective OTC painkiller to treat period pain is:

- a) aspirin
- b) paracetamol
- c) ibuprofen

4. The bacteria which cause cystitis can be transferred through which of the following?

- a) sexual intercourse

b) wiping from back to front after going to the toilet
c) inserting tampons

5. Which fruit juice has been found to reduce urinary tract infections?

- a) cranberry
- b) apple
- c) grapefruit

You can check your answers by referring to our features on page 23 and 26.

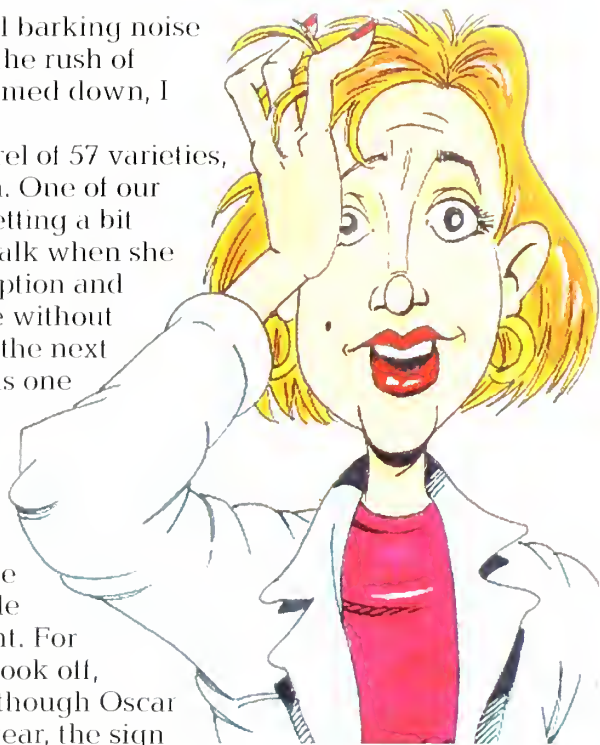
Verity

There had been a continual barking noise outside the shop, so when the rush of morning customers had calmed down, I went to investigate.

Poor old Oscar, the mongrel of 57 varieties, had been abandoned again. One of our elderly customers who is getting a bit forgetful brings him on a walk when she comes to collect her prescription and occasionally wanders home without him. This lady only lives in the next street, so our pharmacist lets one of us take Oscar home so peace can return to the area.

Usually this loveable creature is tied to the lamp post, but on one occasion he was attached to our portable photographic advertisement. For some unknown reason he took off, dragging it behind him. Although Oscar himself was no worse for wear, the sign was a write-off. Our pharmacist was not amused.

In the past few months several customers have told me they hate having their tablets in patient packs because they take up so much room, especially when travelling. While these packs are probably safer for customers, the extra packaging must be costing the Health Service a small fortune. We have also run out of shelf space in our pharmacy as we are having difficulty finding room for all the extra plastic, paper, aluminium and cardboard. Shelving is getting higher and higher and



floor space is getting less and less. I have also noticed that dispensing takes longer because more labels have to be produced and stuck on to each individual box and then each box has to be checked.

Some medicines sold over the counter have also soared in price. Although customers now find they have wonderful packaging, they certainly don't get the same value for money.

Of course, these sort of changes occur all the time in pharmacies and many cause problems that cannot be predicted by those who make the rules. Imagine my surprise when I recently read an article in a national newspaper stating that, under fresh NHS guidelines, some chronically-ill people on long-term medication, who presently receive a three-month course of drugs for £6, will have to renew their prescriptions every 28 days.

I hope the Government realises how unfair and unpopular this will be. Our workload for these customers will treble and their outrage and aggression will once again be directed at pharmacy staff.

FREE! Your chance to find out more about herbal medicine

Interest in herbal medicines continues to grow and if you would like to increase your knowledge of this age-old form of

medicine, a new book by medical herbalist Penelope Ody is an ideal way to start.

Penelope is a well-known author who has written a number of books on herbal medicines. She is a member of the National Institute of Medical Herbalists and has studied at the College of Traditional Chinese Medicine in Guangzhou. The 64-page book, *Popular Herbal Remedies*, which has a cover price of £2.99, highlights 52 of the most popular and frequently-used herbs. Publisher Phillip Byrne says accurate, independent information is hard to find and the book is intended "to help everyone make an

informed decision on the appropriate remedy for their specific problem". Among the herbs featured are familiar names such as aloe vera, chamomile, evening primrose, feverfew, garlic and ginseng, as well as some that you may not have heard of such as ashwaganda, pau d'arco, pilewort and white horehound.

Each entry includes details of the parts of the plant which are used, typical dosage, actions and the way it can be presented as well as contraindications.

At the back there is a useful glossary of terms. If you would like to receive a copy of *Popular Herbal Remedies*, please put your name, address and the name of the pharmacy in which you work on a postcard and send it to: OTC/Herbal Remedies Offer, Sovereign House, Sovereign Way, Tonbridge, Kent TN9 1RW.

All entries should arrive by October 31, 2000. The first 12 entries chosen will receive a copy of the book.



Stock up on E45, the autumn's new TV star.

From September, E45 is the official new partner of 'Peak Practice' – one of ITV's top 5 dramas, watched by 9 million people.

- E45 is the number one skincare brand in pharmacy.¹
- Skin Confidence E45 is the fastest growing brand in its sector.²
- E45 is enjoying its best sales year ever.³

So stock up before this autumn's TV campaign, and watch demand for all E45 and Skin Confidence E45 products reach new heights.



PEAK
PRACTICE

Skin
Confidence

